



LA SOUTH

C H A M B E R

DESTINATION GUIDE - MEDIA KIT



**The Big
Events
Are Coming
to Town!**



"Serving South Los Angeles and Southbay Communities"

www.lasouthconnections.com



LA SOUTH CONNECTIONS

Our Story. Our Businesses. Our Community

Destination Guide

The Purpose of our Destination Guide is to invite tourists and guests to visit experience and support our communities.

Tourism plays a crucial role in the financial success of small businesses for several reasons:

- 1. Increased Revenue:** Tourism brings in a steady flow of visitors who spend money on various goods and services, including accommodations, dining, souvenirs, transportation, and entertainment. This influx of spending directly contributes to the revenue of local businesses, helping them thrive.
- 2. Diversification of Customer Base:** Small businesses often rely heavily on local customers. Tourism injects diversity into their customer base, reducing dependence on a single demographic or market segment. This diversification enhances resilience against economic downturns or local fluctuations.
- 3. Promotion of Local Culture and Products:** Tourism provides an opportunity for small businesses to showcase their unique offerings, whether it's artisan crafts, local cuisine, or cultural experiences. Exposure to a broader audience helps in promoting and preserving local culture while supporting entrepreneurship.
- 4. Multiplier Effect:** Tourism spending has a multiplier effect on the economy. When tourists spend money at local businesses, those businesses, in turn, spend money on supplies, wages, and services within the community. This circulation of money amplifies its impact, benefiting various sectors and stakeholders.

Why Should You Advertise Here?

Tourism is a powerful force in growth and development of the Los Angeles economy providing critical support for local businesses.

In 2024, visitor spending in Los Angeles generated \$40.4 billion in total business sales, surpassing Pre-Covid levels. This tourism sector also supported over 530,000 jobs.

Looking ahead, Los Angeles tourism is forecasting a huge bump in Tourism Revenue and Visitors with upcoming Super Events like the **NBA All Star Game** (2026), the **FIFA World Cup** (2026), **Super Bowl LXI** (2027), and the **Summer Olympics** (2028) just to name a few.

Also opening soon is the highly anticipated **George Lucas Museum of Narrative Art** located in Los Angeles's Exposition Park.

Our goal is to attract both Business and Leisure travelers, conventions, visitors, and locals to experience South Los Angeles culture and support local small businesses.



The Big Events Are Coming!

Brighten Your Presence, Expand Your Audience: Get Seen!"



Advertising Rates

Print & Online Flip Magazine	Rate
Back Cover 8.5"x 11" Full Bleed	\$5,000
Center Fold 2 pages 8.5" X 11" Full Bleed	\$3,000
Inside Covers (front and back) 8.5"x 11" Full Bleed	\$2,500
Spread Ad 2 pages 8.5" X 11" Full Bleed	\$1,200
Full Page 8"X 10"	\$650
1/2 Page 8" X 4.875"	\$450
1/4 Page 3.875" X 4.875"	\$350

Cross - Channel Marketing:

When you advertise with us, you get more exposure. We also share your brand across our website, social media platforms, and in our weekly digital newsletters. We also invite you to In Person & Virtual Networking Events. It's a full-package marketing solution designed to get your business in front of as many consumers, community stakeholders, and visitors as possible.

www.LASouthConnections.com

Top Destinations In L.A. South

1. Exposition Park Complex
2. Sofi Stadium
3. Intuit Dome
4. Aquarium of the Pacific
5. LA Harbor & Maritime Heritage Complex
6. Watts Towers
7. Crenshaw / Leimert Park & Destination Crenshaw
8. Baldwin Hills Scenic Overlook
9. Western Museum of Flight
10. Madrona Marsh Preserve & Nature Center

Visitors Home Cities

Top 10 Cities*
1. Las Vegas
2. San Francisco / Bay Area
3. London
4. New York
5. Honolulu
6. Chicago
7. Seoul
8. Dallas
9. Guadalajara
10. Taipei

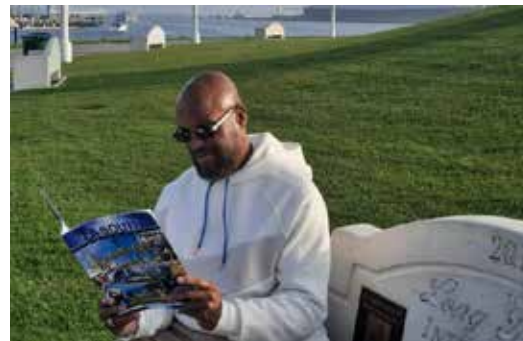
*Data from 2024

Distribution Strategies

1 Year Marketing Campaign (Print Distribution)

Digital Platforms - Exposure through Social Media, e-newsletters, L.A. South Connections Website.

In Person - L.A. South Visitors Pop-ups, Community and Special Events, L.A. South Tours, and our Retail Partners.



Place Your Order

lasouthchamber.com

Questions:

Dexter McLeod
(323) 282-1886
lasouthchamber@outlook.com



Ad Specs

Submitted art must be at least 300 dpi. Black & white or line art (1 bit images) recommended deliver art at 600 dpi to prevent pixelation.

NOTE

Back cover, Inside cover and Spread ads are full bleed ads. Please add a 1/8" bleed all around. Keep important info like photo credits, contact info, address away from edges.

Questions

Ernesto Comodo
(310) 200-8870 | ernesto@907k.com

Ad Submission

Final Ad Art must be in PDF, JPG or TIFF,
Send art ready files 5 business days prior to
Ad deadline to: ernesto@907k.com.

If you don't have Artwork Ready, we can Design your AD.
Please call for a FREE consultation:
(310)200-8870 | ernesto@907k.com

**Ad acceptance will be based on LASCC discretion.
No offensive language or imagery of hate
will be accepted.**

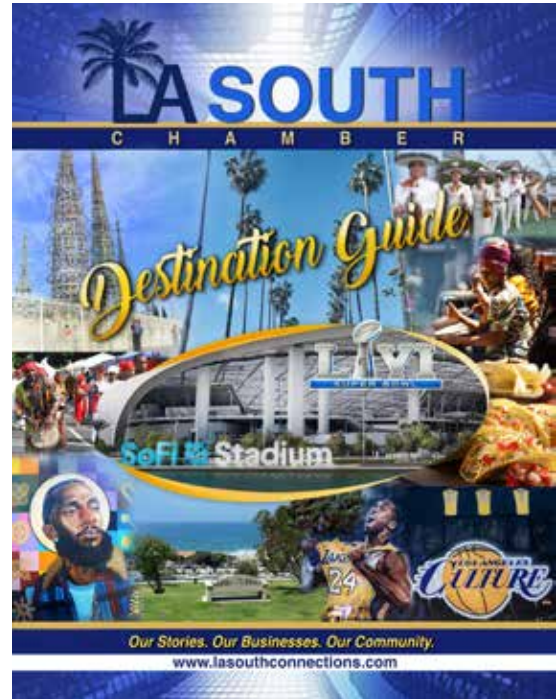
LA South Chamber of Commerce

LA South Connections is subsidiary of the
LA South Chamber of Commerce (LASCC).

LASCC focuses on Business Development
*** Networking * Advocacy * Community**
We are Not your average Chamber!

What makes us Different?

1. Our Business Model of Collaboration & Cooperative Economics
2. Our Community Engagement
3. Our Teams Initiatives
4. Our Faith Based Principles
5. Our Focus on "Micro" Small Business Development
6. Our Travel Club (Networking)
7. Our Youth Mentoring Programs



LASCC Membership

Independent Consultants, Non Profits \$150

No Employees

Small Business \$250

[1-20 Employees]

Corporation/Public Entity \$500

[51+ Employees]

Event Sponsor \$2,500

Partner Sponsor \$5,000

Title Sponsor \$10,000

Presenting Sponsor \$20,000

Apply Online

www.lasouthchamber.com/membership.html

More Info

www.lasouthchamber.com