In the face of recovering from a series of global challenges over the past few years, corporate philanthropy has emerged as having a more critical societal role than ever. There are many meaningful organizations in the Valley region doing incredibly important work and we have spotlighted a few of them for you here. We also acknowledge some examples of extraordinary businesses that have led by example and taken the process of corporate social responsibility to the next level by making good on their commitments to their nonprofit partners.
OUR AUDIENCE

Source: Readex Research survey

Our readers enjoy business news. They also subscribe to:

- 34% Wall Street Journal
- 13% Bloomberg Business Week
- 12% Economist

Our subscribers make decisions. They personally buy:

- 43% Banking Services
- 41% Computer Services
- 33% Business Insurance

- 43% MILLIONAIRES
- 43% MIDDLE MARKET & ENTERPRISE COS
- 36% WOMEN EXECUTIVES
- 54% AVERAGE AGE

$299K
AVERAGE HOUSEHOLD INCOME

$2M
AVERAGE NET WORTH

$1.6M
PORTFOLIO

66%
TOP MANAGEMENT

82%
COLLEGE GRADUATES

31%
POSTGRADUATE DEGREE

$2M
AVERAGE NET WORTH
SPECIAL EDITIONS

HIGHLY-COVETED SIGNATURE ISSUES

VALLEY 200
AUGUST

BOOK OF LISTS
DECEMBER

VALLEY 200 & BOL SPECIFICATIONS

Spread
Live area: 16" wide x 10.125" high
Trim: 16.75"w x 10.875"h
Bleed: 17"w x 11.125"h

Half Page
7.5"w x 4.875"h

Quarter Page
3.625"w x 4.875"h

Full Page
Trim: 8.375"w x 10.875"h
Bleed: 8.625"w x 11.125"h

Ads must be high resolution PDFs. Ad resolution is 300 dpi.
Color formatting for advertisements is CMYK, if color, and grayscale, if black and white.
CUSTOM CONTENT

FOCUSED BRANDED CONTENT FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

GIVING GUIDE
LABOR & EMPLOYMENT ROUNDTABLE
DEI ROUNDTABLE
LEADERS OF INFLUENCE: TRUSTED ADVISORS
LEADERS OF INFLUENCE: CFOS & FINANCIAL EXECS
LEADERS OF INFLUENCE: HEALTH CARE
LEADERS OF INFLUENCE: NEXT GEN EXECS
LEADERS OF INFLUENCE: MINORITY C-SUITES
HEALTH CARE ROUNDTABLE
FINANCE ROUNDTABLE
MBA GUIDE
WOMEN’S LEADERSHIP ROUNDTABLE
BROKERING THE DEAL ROUNDTABLE
CYBER PREPARATION ROUNDTABLE
LEADERSHIP EDUCATION
MEETINGS, VENUES AND RETREATS GUIDE
## DISPLAY ADVERTISING

### NET 4-COLOR RATES

Frequency discounts. Rates per insertion. Bi-weekly, on Mondays.

Effective January 1, 2023

<table>
<thead>
<tr>
<th>Size</th>
<th>Open Rate</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full coverwrap</td>
<td>$10,300</td>
<td>$8,240</td>
<td>$7,725</td>
<td>$7,210</td>
</tr>
<tr>
<td>Half coverwrap</td>
<td>7,830</td>
<td>6,275</td>
<td>5,900</td>
<td>5,480</td>
</tr>
<tr>
<td>2-page spread</td>
<td>7,425</td>
<td>5,950</td>
<td>5,575</td>
<td>5,200</td>
</tr>
<tr>
<td>Half-page spread</td>
<td>5,560</td>
<td>4,285</td>
<td>4,025</td>
<td>3,750</td>
</tr>
<tr>
<td>Full page</td>
<td>4,125</td>
<td>3,300</td>
<td>3,100</td>
<td>2,890</td>
</tr>
<tr>
<td>Island</td>
<td>3,100</td>
<td>2,475</td>
<td>2,325</td>
<td>2,175</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,475</td>
<td>1,980</td>
<td>1,855</td>
<td>1,725</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,450</td>
<td>1,155</td>
<td>1,085</td>
<td>1,010</td>
</tr>
<tr>
<td>Front cover banner</td>
<td>1,860</td>
<td>1,485</td>
<td>1,390</td>
<td>1,300</td>
</tr>
</tbody>
</table>

### ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (no bleed)</td>
<td>10.35&quot;</td>
<td>13.8&quot;</td>
</tr>
<tr>
<td>Full page (w/ bleed)</td>
<td>*10.875&quot;</td>
<td>*15&quot;</td>
</tr>
<tr>
<td>Island</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page (hor)</td>
<td>10.35&quot;</td>
<td>6.75&quot;</td>
</tr>
<tr>
<td>1/2 page (ver)</td>
<td>4.9&quot;</td>
<td>13.8&quot;</td>
</tr>
<tr>
<td>1/4 (square)</td>
<td>4.9&quot;</td>
<td>6.75&quot;</td>
</tr>
<tr>
<td>Front cover banner</td>
<td>8.85&quot;</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>Front cover banner (for issues with wraps)</td>
<td>10.35&quot;</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>2-page spread (no bleed)</td>
<td>21.21&quot;</td>
<td>13.8&quot;</td>
</tr>
<tr>
<td>2-page spread (w/ bleed)</td>
<td>*21.75&quot;</td>
<td>*15&quot;</td>
</tr>
</tbody>
</table>

*Please add .25" bleed on all sides

- Ads must be submitted as high resolution PDFs (300 dpi, PDFx1a preferred).
- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.
SFVBJ.COM
WE CONNECT THE SAN FERNANDO VALLEY’S ENTREPRENEURS

SFVBJ.COM
WE CONNECT THE SAN FERNANDO VALLEY’S ENTREPRENEURS

DELIVER YOUR MESSAGE TO SFV’S BUSINESS COMMUNITY
We help you tailor your digital campaign. Choose from a variety of advertising units.

- Run-of-Site
- Interstitials
- Homepage Takeover
- Branded content
- Dedicated Email Marketing
- Daily Digital Newsletters
INTERSTITIAL

A **HIGH IMPACT** DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT

- Maximum size: 640 x 480
HOMEPAGE TAKEOVER

SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. 100% SOV.

• 1,156 daily page views
• Limited to one advertiser per day
BRANDED CONTENT allows for articles either written by your web content experts to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.
- Up to 2 articles in a 30-day period • 2-3 photos

Branded Content positions include:
1. Headline and article will be posted among the editorial well.
2. Art and headline noted on homepage clicks through to article on website. Campaign will be live for 30 days.

Homepage inventory is subject to availability. All custom content is labeled “Branded Content” in print and web. All materials are subject to approval. Advertising terms and conditions apply.
DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY’S MESSAGE TO OUR 5,000+ E-NEWS SUBSCRIBERS

- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it “Subject line”

The subject line will appear after the phrase:

SFVBJ Sponsored Content: (Your text here)

- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.
DAILY DIGITAL NEWSLETTERS
KEEPING THE BUSINESS COMMUNITY UPDATED ON ALL BUSINESS NEWS IN THE REGION

Energy
Local Providence Hospitals Recognized for Maternity Care Performance

Eight Providence hospitals across the Southland earned recognition this week from U.S. News & World Report for high performance in maternity care. Providence Cedars-Sinai Tarzana Medical Center and Providence Saint Joseph Medical Center in Burbank were among the eight regional Providence hospitals recognized for maternity care proficiency.
Read more »

This Week
This Year’s Deal Makers/Biggest Deals
- Biggest Deals
- Warner Media, PI Business Parks Involved in 2022’s Biggest Deals

DAILY DIGITAL NEWSLETTERS

• Up to 5,000 recipients
• Choose from either 1 billboard (970 x 250) or 1 island (300 x 250) opportunity
• Delivered to subscribers in the afternoon
# DIGITAL ADVERTISING

## NET RATES

### RUN OF SITE

Rates apply to the 728 x 90, 970 x 250, 300 x 600, 300 x 250 and 320 x 50 ad units

<table>
<thead>
<tr>
<th>Advertising Impressions</th>
<th>Month Net Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>150,000</td>
<td>$45 CPM</td>
</tr>
<tr>
<td>200,000</td>
<td>$40 CPM</td>
</tr>
</tbody>
</table>

### HIGH IMPACT UNITS

### Site Takeover: $5,000 per day

### Homepage Takeover: $2,000 per day

### Interstitial: $750 per day

### BRANDED CONTENT

4-week campaign: $1,500

- 700 words
- 2-3 photos
- Format: DOC, JPEG, HTML code

### SAN FERNANDO VALLEY BUSINESS JOURNAL DIGITAL NEWSLETTERS

<table>
<thead>
<tr>
<th>NET RATES</th>
<th>OPEN</th>
<th>8X</th>
<th>13X</th>
<th>26X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$750</td>
<td>$600</td>
<td>$565</td>
<td>$490</td>
</tr>
</tbody>
</table>

### DEDICATED EMAIL MARKETING

**NET RATE: $1,200**
DIGITAL ADVERTISING

FILE SIZES: RUN OF SITE
Leaderboard: 728 x 90; Billboard: 970 x 250;
Medium Rectangle: 300 x 250; Skyscraper: 300 x 600;
Mobile Super Leaderboard: 320 x 50
Maximum Recommended File Size: 150k

DAILY DIGITAL NEWSLETTERS
Billboard: 970 x 250; Medium Rectangle: 300 x 250
We cannot accept any tracking pixels or 3rd party tags for newsletters. Static only (no animation), jpg/gif/png files under 125kb in files size and a click url.

INTERSTITIAL
• Maximum size: 640 x 480

DEDICATED EMAIL MARKETING
• Size: No wider than 800 pixels, length of your choice
• Creative for Body: JPEG, PNG or GIF
• Subject Line: provide text and label it “Subject line”
The subject line will appear after the phrase:
SFVBJ Sponsored Content: (Your text here)
• Materials are due 7 business days prior to blast date
• File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
• Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

AD FORMAT/CREATIVE TYPES
• No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties, or that they need to click on the box (ad) to eliminate the message from their screen.
• If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF. Back-up GIFs must always be provided.
• Ads must not modify any elements of a user’s browser or computer settings. Ads must not resemble the San Fernando Valley Business Journal’s editorial content (exact or close replica). Ads must not include references to the San Fernando Valley Business Journal unless part of previously arranged co-promotion.

GENERAL GUIDELINES BORDER
If ads are on a white background, they must include black, encasing one pixel rule. The length of the website is 2575 px.

TESTING
Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

STANDARD CREATIVE
GIF, JPEG, PNG. Third-party internal redirect tags accepted.
No INS tags accepted.

RICH MEDIA
DFA, Atlas, Bluestreak, Eyeb Slater, Point Roll
• See Digital Advertising Rates

RICH MEDIA SPECS
We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

BRANDED CONTENT
Format: DOC, JPG, HTML code
EVENTS CALENDAR

WE BRING BUSINESS ELITES TOGETHER, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.

FEBRUARY
Economic Forecast

APRIL
Commercial Real Estate Awards

JULY/OCTOBER
Community of Business™ Roundtable Series

JULY
Diversity, Equity + Inclusion Roundtable & Awards
DIGITAL EVENT

SEPTEMBER
Women’s Leadership Symposium & Awards

NOVEMBER
LA State of Business Readiness

For more info on our events, please visit sfvbj.com/events.
DISPLAY ADVERTISING

SPECIFICATIONS

ADVERTISING DIMENSIONS

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<tr>
<td>Front cover banner</td>
<td>8.85&quot;</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>Front cover banner (extended)</td>
<td>10.35&quot;</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>2-page spread (no bleed)</td>
<td>21.21&quot;</td>
<td>13.8&quot;</td>
</tr>
<tr>
<td>2-page spread (w/ bleed)</td>
<td>*21.75&quot;</td>
<td>*15.0&quot;</td>
</tr>
</tbody>
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*Please add .25" bleed on all sides

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- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.

FULL PAGE OPTIONS

- Full page (w/ bleed)
  - Live: 10.35" x 14.35"
  - Trim: 10.875" x 15"
  - Bleed: 11.375 x 15.5"

- Full page (no bleed)
  - 10.35" x 13.8"

2-PAGE SPREAD OPTIONS

- 2-page spread (w/ bleed)
  - Live: 21.21" x 14.35"h
  - Trim: 21.75" x 15"h
  - Bleed: 22.25" x 15.5"h

- 2-page spread (no bleed)
  - 21.21" x 13.8"h

ISLAND

- 7.5" x 10"

1/2-PAGE OPTIONS

- 1/2 pg (hor.)
  - 10.35" x 6.75"

- 1/2 pg (vert.)
  - 4.9" x 13.8"

1/4-PAGE

- 4.9" x 6.75"

COVER BANNER

- Front cover banner: regular and extended
  *please submit both sizes
  - 8.85" x 1.75"
  - 10.35" x 1.75"

Rev. 12.6.22