SAN FERNANDO VALLEY BUSINESS JOURNAL

MEDIA KIT 2024

ASSETS

THE **LEADING** SOURCE FOR BUSINESS NEWS IN THE VALLEY AREA

BI-WEEKLY MAGAZINE

ALIGN your brand with content that is used to make business decisions.

DISTRIBUTION:
PRINT ISSUE 3,244
READERSHIP 12,336

Source: 2021 CVC Audit

SFVBJ.COM

CONNECT with influential leaders that can impact your business.

MONTHLY UVS 13,993
PAGEVIEWS 23,118

Source: 2021 Google Analytics

EVENTS

DEVELOP new relationships that can help grow your business.

ANNUAL EVENTS 9

OUR AUDIENCE

$299K
AVERAGE
HOUSEHOLD
INCOME

66%
TOP
MANAGEMENT

$2M
AVERAGE
NET WORTH

$

$1.6M
PORTFOLIO

82%
COLLEGE GRADUATES

31%
POSTGRADUATE DEGREE

43%
MILLIONAIRES

43%
MIDDLE MARKET
& ENTERPRISE COS

36%
WOMEN
EXECUTIVES

54
AVERAGE
AGE

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
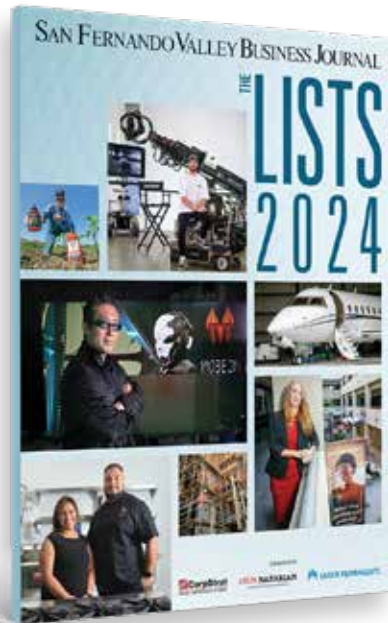
Source: Readex Research survey

SPECIAL EDITIONS

HIGHLY-COVETED **SIGNATURE ISSUES**

VALLEY 200
AUGUST

THE 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

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

Half Page
7.5"w x 4.875"h

Quarter Page
3.625"w x 4.875"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

CORPORATE PHILANTHROPY & GIVING GUIDE

LABOR & EMPLOYMENT ROUNDTABLE

ACCOUNTING ROUNDTABLE

LEADERS TO KNOW: TRUSTED ADVISORS

LEADERS TO KNOW: FINANCE

LEADERS TO KNOW: MINORITY BUSINESS LEADERS

LEADERS TO KNOW: EDUCATION

LEADERS TO KNOW: TECHNOLOGY

LEADERS TO KNOW: COMMERCIAL REAL ESTATE

HEALTH CARE ROUNDTABLE

DEI ROUNDTABLE

MBA GUIDE

WOMEN'S LEADERSHIP ROUNDTABLE

AVIATION GUIDE

EDUCATION ROUNDTABLE

INSURANCE ROUNDTABLE

DISPLAY ADVERTISING
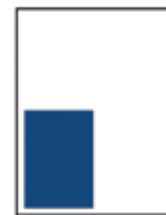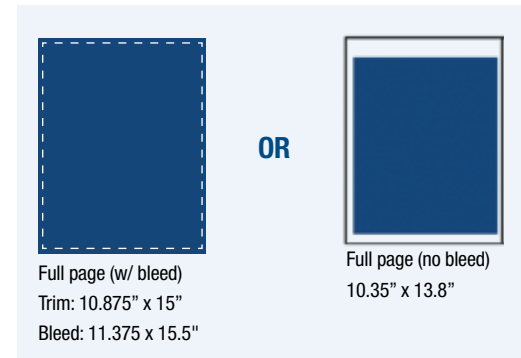
RATES AND SPECIFICATIONS

NET 4-COLOR RATES
Frequency discounts. Rates per insertion. Bi-weekly, on Mondays.

Effective January 1, 2023

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

ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	*10.875"	*15"
*Please add .25" bleed on all sides		
Island	7.5"	10"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover banner	8.85"	1.75"
Front cover banner (for issues with wraps)	10.35"	1.75"
2-page spread (no bleed)	21.21"	13.8"
2-page spread (w/ bleed)	*21.75"	*15"
*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.

OR

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

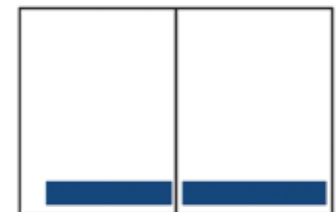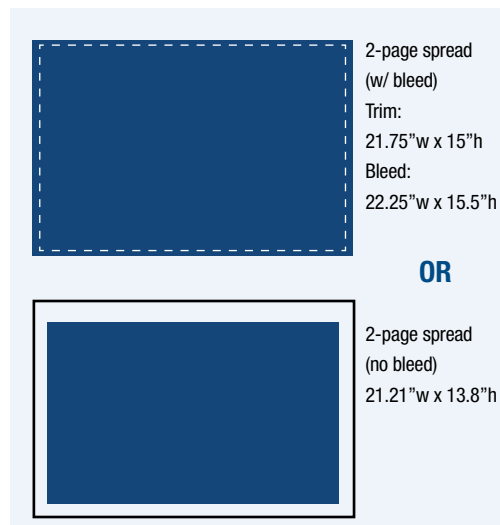Full page (no bleed)
10.35" x 13.8"

1/4 pg (square)
4.9" x 6.75"

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

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

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

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

OR

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

Island
7.5" x 10"

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
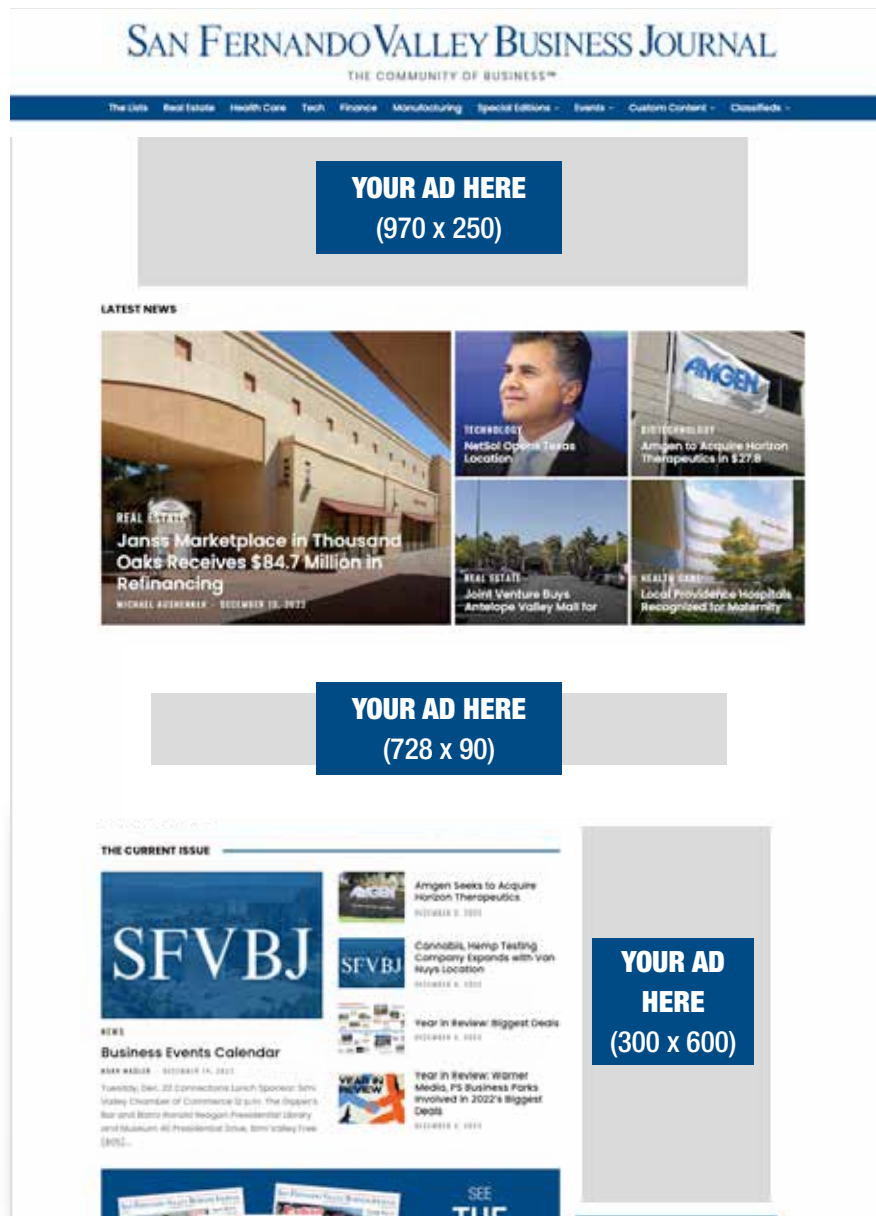- Daily Digital Newsletters

INTERSTITIAL

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

- Maximum size: 640 x 480

HOMEPAGE TAKEOVER

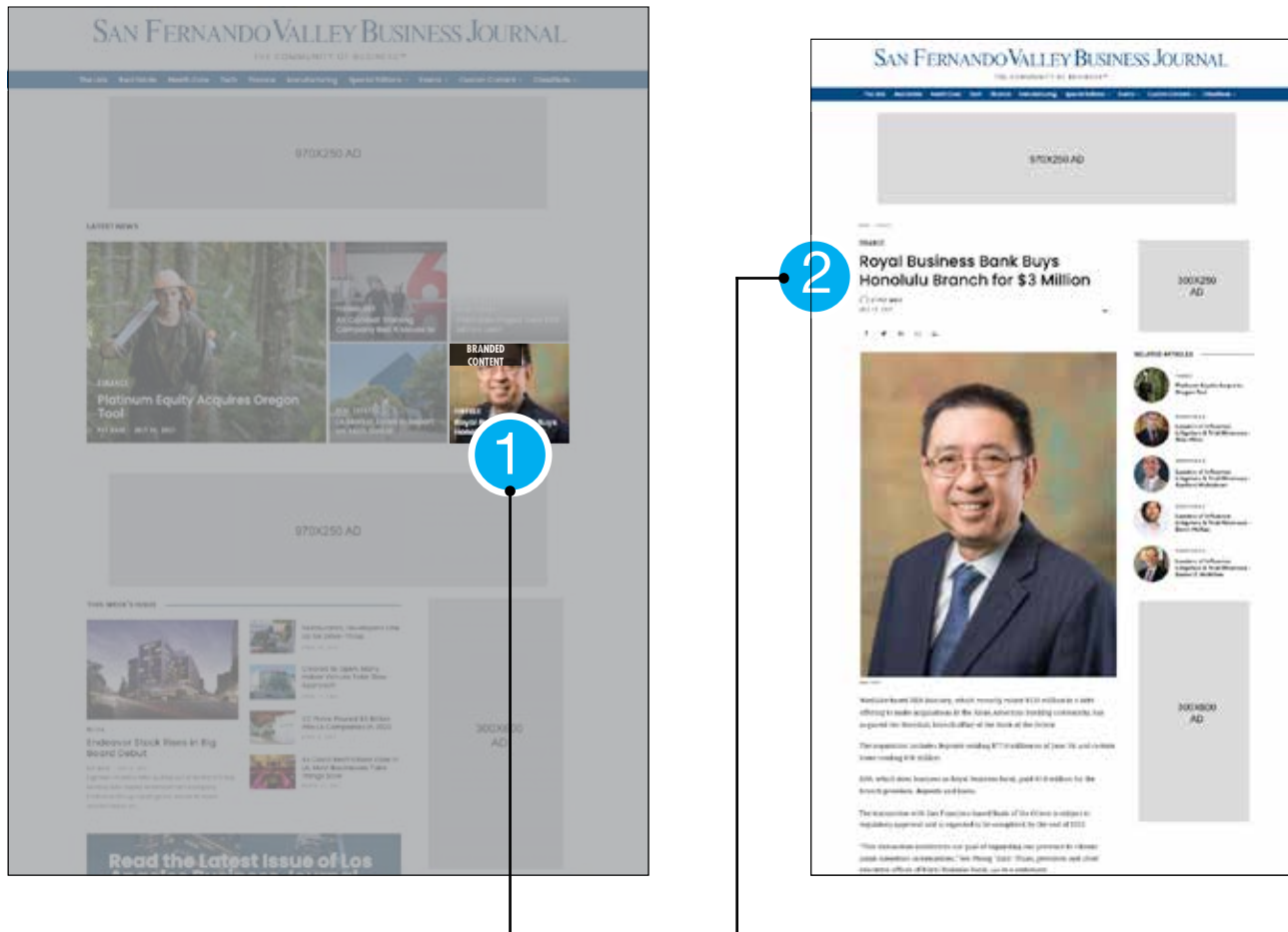SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. **100% SOV.**

- 1,156 daily page views
- Limited to one advertiser per day

BRANDED CONTENT

A COMPLETELY **CUSTOM-BUILT PAGE** WITHIN THE SAN FERNANDO VALLEY BUSINESS JOURNAL'S WEBSITE

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.
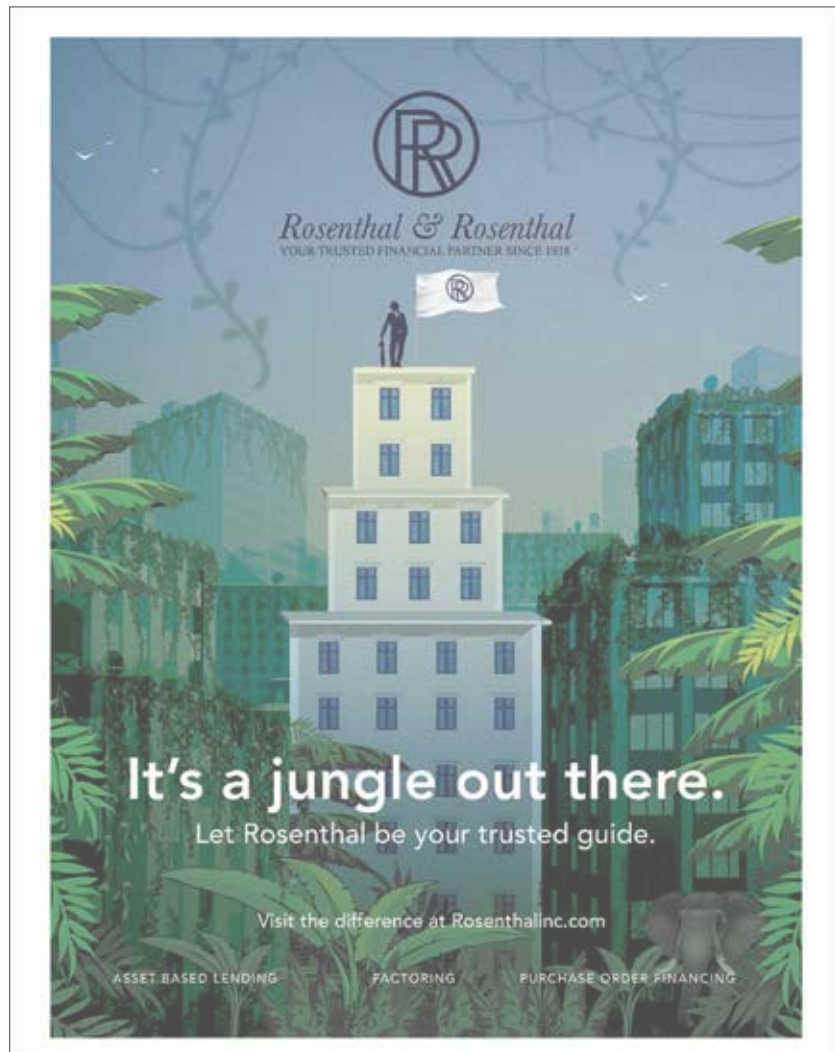• Up to 2 articles in a 30-day period • 2-3 photos

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.

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
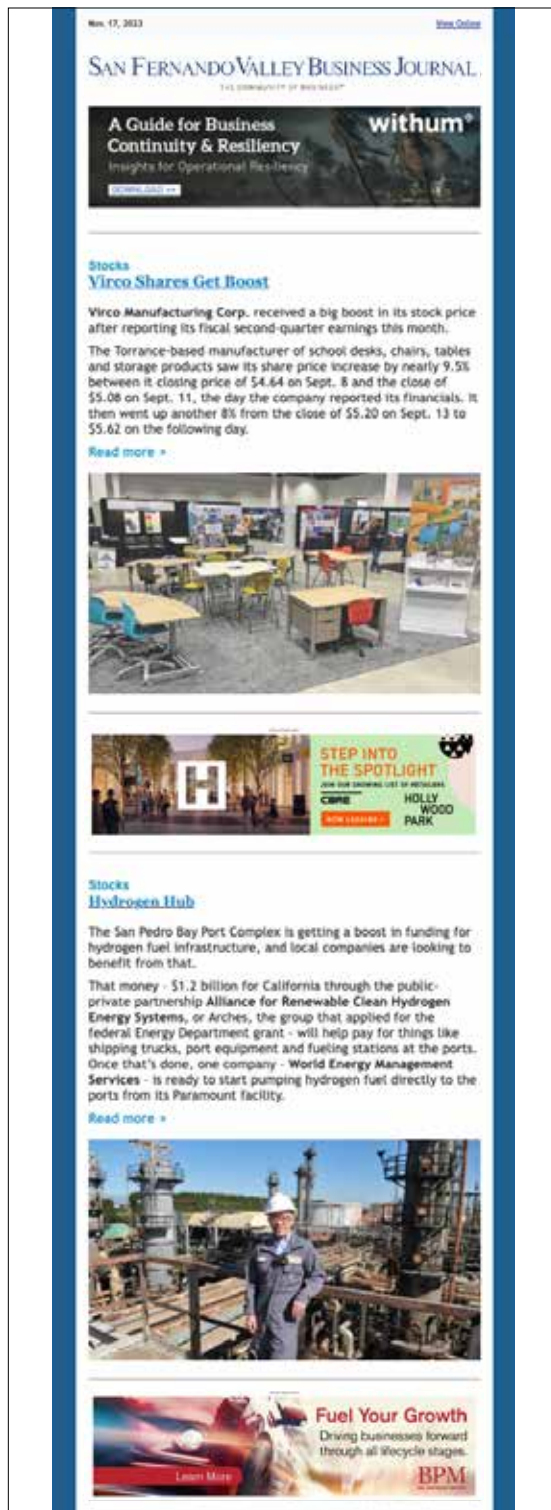
DAILY DIGITAL NEWSLETTERS

• Your billboard ad unit appears on top of a featured editorial article

• Three billboard
sizes available (970 x 250)

• Delivered to subscribers
in the afternoon

• Up to 5,000 recipients

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

Advertising Impressions	Month Net Cost
100,000	$50 CPM
150,000	$45 CPM
200,000	$40 CPM

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

NET RATES	OPEN	8X	13X	26X
	$750	$600	$565	$490

DEDICATED EMAIL MARKETING

NET RATE: $1,200

DIGITAL ADVERTISING

SPECIFICATIONS

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 ad size only
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, Eyeblaster, 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.

JANUARY
LA State of
Business Readiness

FEB/MAY/AUG/OCT
Community of Business™
Roundtable Series

MARCH
Economic Trends

APRIL
Commercial Real Estate
Awards

JUNE
Brokering
the Deal

JULY
Diversity, Equity + Inclusion
Roundtable & Awards
DIGITAL EVENT

SEPTEMBER
Women's Leadership
Symposium & Awards

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

DISPLAY ADVERTISING

SPECIFICATIONS

ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	*10.875"	*15.0"
*Please add .25" bleed on all sides		
Island	7.5"	10.0"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover banner	8.85"	1.75"
Front cover banner (extended) (for issues with wraps)	10.35"	1.75"
2-page spread (no bleed)	21.21"	13.8"
2-page spread (w/ bleed)	*21.75"	*15.0"
*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.

FULL PAGE OPTIONS

OR

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"w x 14.35"h
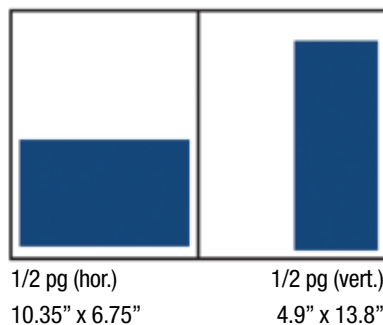Trim: 21.75"w x 15"h
Bleed: 22.25"w x 15.5"h
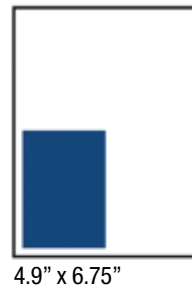
OR

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

ISLAND

7.5" x 10"

1/2-PAGE OPTIIONS

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"and 10.35" x 1.75"