

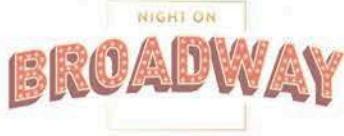
**ARTS DISTRICT - BUNKER HILL - CHINATOWN - CIVIC CENTER - FASHION DISTRICT
FINANCIAL DISTRICT - HISTORIC CORE - LITTLE TOKYO - SOUTH PARK - SKID ROW**



**EAT. DRINK. DANCE. SLEEP!!! DTLA
DOWNTOWN LOS ANGELES NEWS, EVENTS, & HOSPITALITY**

WWW.DTLA-WEEKLY.COM

Proud Media Sponsors of



PHOTOLA

LA ART SHOW 2017
MODERN | CONTEMPORARY



inside

1. Table of Contents
2. About Us
3. DTLA Demographics
4. Topics of Interest
5. Circulation
6. Readership/Social Media
7. Online Advertising
8. Online & Print Column Sponsorship
9. Advertising Rate Sheet
10. Deadlines
11. Advertising Policy
12. Map

Top Supporters





DOWNTOWN WEEKLY LA is “For Downtown by Downtown” with a large portion of our staff consisting of writers, graphic designers, photographers, consumers, fashionistas artists, and Downtown Patriots who live, work, and play in the Downtown area.

Our pages are diverse and reflect the actual population of Downtown, consisting of all ethnic and social/economical backgrounds.

Q. Why choose **DOWNTOWN WEEKLY LA**?

A. There is no other community paper in Downtown Los Angeles more dedicated to answering the question...

“Where is the FUN?”

especially when it comes to Downtown’s ever emerging art & entertainment scene or its 12 Billion Dollar Tourism Industry.

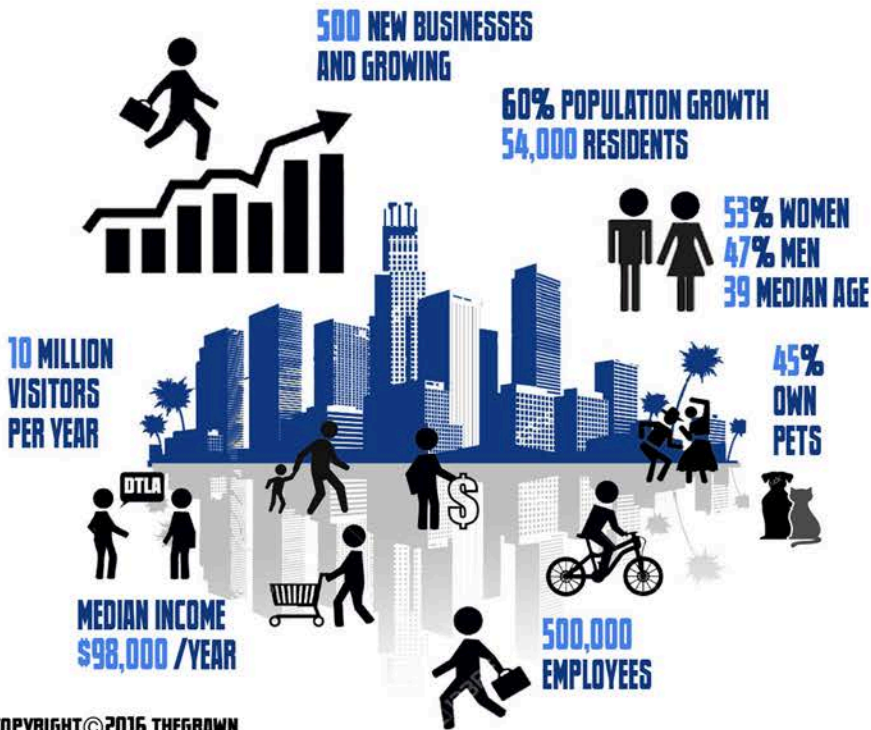


Downtown Weekly LA doesn’t only offer fun, but also, a comprehensive play-by-play, weekly update of the **DTLA** community, giving the world close to home coverage that can **ONLY** come with a local publication.

Downtown Weekly LA offers current events, newsprint advertising, classified ads, event listings, entertainment features, a full page map, and more....brought to you by the creators of **TheGRAWN Publications**, publishing informative articles about Downtown since 2009.

READ the Paper Online...Visit us on Social Media! ... Pick up a FREE copy at participating locations....





COPYRIGHT © 2016 THEGRAWN

AS A MATTER OF FACT...

- Downtown LIFE offers easy access to public transportation, shopping and cultural libations.
- Downtown is experiencing a rapid growth of residents, workers and visitors who are more than willing to spend on dining, shopping and entertainment.
- Downtown has been building just as fast as our new skyline, with plenty of new options for living, retail, hospitality and most importantly, a never ending variety of entertainment to choose from each week.
- Downtown Weekly LA is here to tell the story.

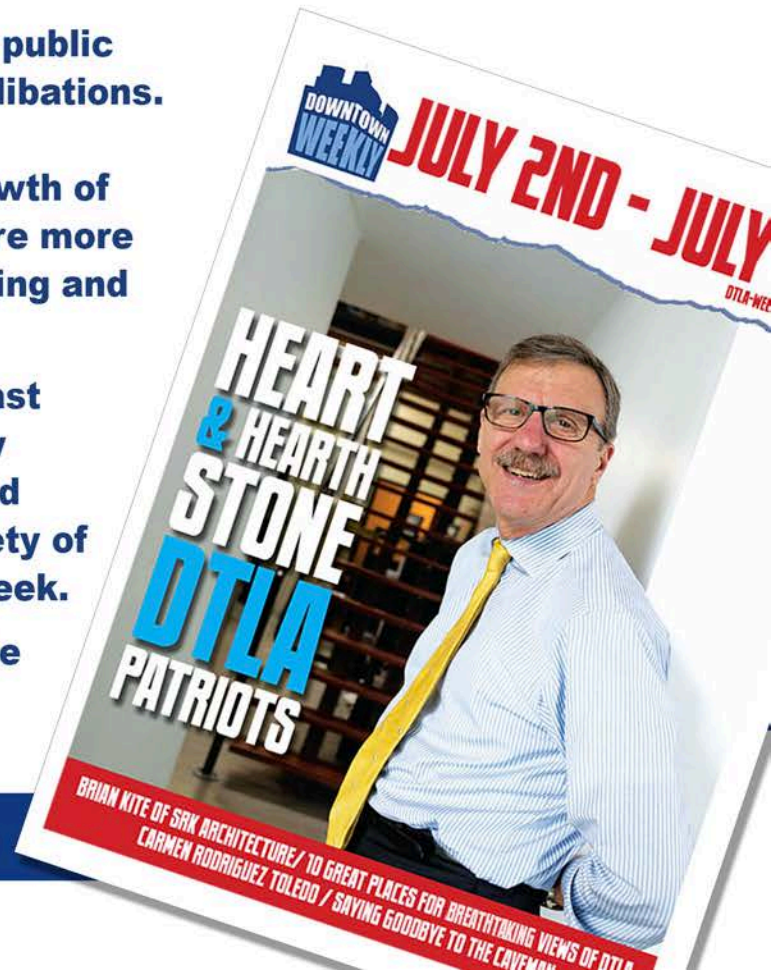


Downtown Residents	52,400
Male	47%
Female	53%
Median Age	39
Married	45.8%
Children	39%

Education	
Completed College or Higher	76.2%
Median Household Income	\$98,700
Live in Downtown	47.3%
Own a Home	39.7%
Rent a Home	53.2%
Have a Pet	45%

Employed in Downtown	71.4%
Median amount spent on lunch	\$15.22
Median amount spent on dinner	\$30.45

Entertainment Attendance	
Live Music event at least 4x/yr	88%
Art event at least 4x/yr	85.6%
Professional sports at least 4x/yr	67.8%





ARTS & CULTURE
ARTISTS IN RESIDENCE
GALLERIES & MUSEUMS
HAPPIEST HOURS
MONUMENTS IN TIME
WINE TIMES DTLA

ENTERTAINMENT
MUSIC TO YOUR EARS
MOVIE BUFF
THIS WEEK IN SPORTS
PARTYING IN DTLA'S
HISTORIC THEATERS

BUSINESS
DOWNTOWN DEVELOPMENT
NON PROFIT SECTOR
REAL ESTATE EMPIRE
SQUARE ONE

HEALTH
DOWNTOWN APPETITE
STAYING ALIVE
RUN DON'T WALK
101 WAYS TO DIE
DTLA VEGAN

Our Secret Ingredient!!!

Sure, you can call us trail blazers, but really we're just bored of the same old thing.

Where other newspapers continue to fall into the same slump or fade away in time, Downtown Weekly LA is ever-growing with creative new ways, inside the usual topics that are unique to Downtown. We successfully engage our readers in print and on social media topped with our **SECRET INGREDIENT...**

...a great sense of community.

Downtown Weekly LA is a feel-good read...

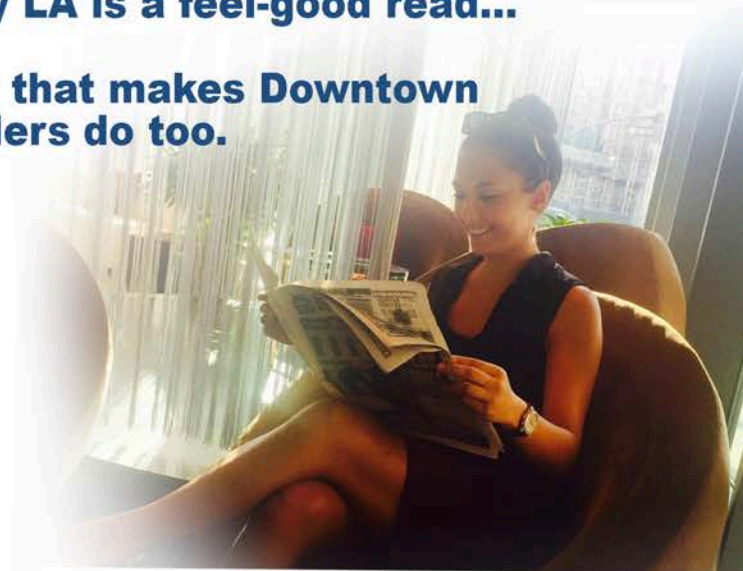
We value everything that makes Downtown special and our readers do too.

FASHION & STYLE
DRESS ME SHEIK
DOWNTOWN DECOR
FASHION COURT

PET PLACE
HEALTHY PETS
PET STOP

PEOPLE & PLACES
DTLA PATRIOT
BLK DTLA
GAY DTLA
GOOD COP/BAD COP

TRAVEL & HOSPITALITY
GET 2 DOWNTOWN
EAT. DRINK. DANCE. SLEEP!!!
DOING THE MOST IN DTLA



EVERYONE'S A WINNER-
DTLATRIVIA

????

FOR CHANCES TO WIN FREE
PASSES & DISCOUNT TICKETS

TO
**DTLA
EVENTS**

WHEN YOU FOLLOW US
ON SOCIAL MEDIA



#DTLAWEEKLY



CIRCULATION



Weekends are meant for Downtown Weekly LA as we distribute up to 10,000 papers Thursdays to over 300+ locations in Downtown Los Angeles.

Our targets are high foot traffic points of interest for visitors and residents, with an emphasis on hotels, apartment houses, transportation hubs and main events.

Ask for Downtown Weekly LA!!!!

ARTS DISTRICT

1. ONE SANTE FE APTS
2. GROW MARKET
3. BISCUIT LOFTS
4. ARTS DISTRICT BREWERY
5. PIE HOLE
6. ART SHARE LA
7. ANGEL'S CITY BREWERY
8. DAILY DOSE CAFE/BULLET PROOF & GROUNDWORK COFFEE
9. HENNESSEY • INGALLS BOOKS
10. HAUSER WIRTH & SCHIMMEL

BUNKER HILL

1. MUSIC CENTER
2. COLBURN SCHOOL
3. CALIFORNIA PLAZA
4. REDCAT
5. MOCA GRAND
6. OMNI HOTEL
7. WESTIN BONAVENTURE
8. STARBUCKS (5TH/OLIVE)

CHINA TOWN

1. CHINATOWN PLAZA
2. CHINATOWN PUBLIC LIBRARY
3. METRO PLAZA HOTEL
4. FAR EAST PLAZA

CIVIC CENTER

1. LOS ANGELES MALL
2. LA FIRE DEPARTMENT
3. CITY HALL
4. 2ND STREET CIGARS
5. KAWANA HOTEL
6. LA ART CORE
7. OLVERA STREET
8. UNION STATION
9. PITFIRE PIZZA
10. STARBUCKS (1ST/LA)

FASHION DISTRICT

1. CALIFORNIA MART
2. SANTE FE LOFTS
3. STARBUCKS (9TH/MAPLE)
4. FIDM
5. NICE KICKS
6. COOPER BUILDING
7. THE REEF

LITTLE TOKYO

1. XLANES
2. JAPANESE VILLAGE PLAZA
3. MYAKO INN AND SPA
4. DOUBLE TREE BY HILTON
5. JAMN
6. BLUE WHALE JAZZ LOUNGE
7. STARBUCKS (2ND/CENTRAL)

HISTORIC CORE

1. LA THEATER CENTER
2. HELLMAN BUILDING
3. SPRING TOWER LOFTS
4. SPRING ARTS TOWER
5. ART APPETITE (ART WALK)
6. PE LOFTS
7. STAY ON MAIN
8. GRAND CENTRAL MARKET
9. 3RD STREET PLAZA
10. SPRING ARCADE BUILDING
11. LA BIERGARTEN
12. HAAS BUILDING
13. NTC LOFTS
14. STARBUCKS (6/SPRING)/SPRING FOR COFFEE

FINANCIAL DISTRICT

1. GAS COMPANY LOFTS
2. STARBUCKS (7TH/FIG)
3. LA ATHLETIC CLUB
4. LA PUBLIC LIBRARY
5. CHECKERS HOTEL
6. GAS COMPANY TOWER
7. THE SHERATON HOTEL
8. HOTEL FIGUEROA
9. BILTMORE HOTEL
10. BOTTEGA LOUIE
11. STARBUCKS (9TH/FLOWER)

TOP 100

SOUTH PARK

1. ACE HOTEL
2. BLACKSTONE APTS
3. WHOLE FOODS MARKET
4. EL COMPADRE CENTER
5. LA CONVENTION CENTER
6. LEVEL LOFTS
7. THE MET LOFTS
8. LUXE HOTEL
9. RITZ CARLTON
10. RALPHS
11. LUMA SOUTH LOFTS
12. DOWNTOWN DANCE & MOVEMENT
13. STARBUCKS (11/HOPE)
14. JW. MARRIOTT HOTEL
15. RESIDENT HOTEL

CAFE

HOTEL

500+ PEOPLE/DAY



150K

75K

3K

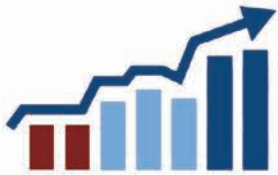
11K

3K



READERSHIP & SOCIAL MEDIA

140,000 READERS A YEAR AND COUNTING...



FOLLOW US ON INSTAGRAM!

#DTLAWEEKLY

Our **FACEBOOK** Pages and Groups!!!
Services, Updates, Events, Featured Articles
and Comments on www.facebook.com/dtlaweekly

DTLA UNCENSORED...Local Promoters, Visitors
and Residents Voice Concerns about Local Issues,
Offer Story Ideas and Post Events.
www.facebook.com/DTLAUNCENSORED

Our Newsletter

Downtown Weekly is brought to
you by the creators of The**GRAWN**
Publications with an email fanbase
collection started in 2009.

Subscribe to **Get2DTLA**

- **Featuring Movie Buff and #DTLATRIVIA** with chances to win **FREE Tickets to DTLA Events**
- **First look at What's Coming to Downtown Los Angeles**
- **Advertise & Sell Tickets with Banner Ads!**



GET2DTLA



PHOTO BOX!!!! Featuring El Compadre's Legends Of Hip Hop & Paella & Wine Fest



Omara Portuondo
Walt Disney
Concert Hall
Thurs, Oct 6th



BUY TICKETS

**Awareness Film
Fest**
Regal Theater

Art Appetite
Celebrating 2 Years
Thurs, Oct 13th



EAT FREE!!!

Ma' Rainey
Mark Taper Forum
Now thru Oct 16th

**Rise of the Jack
O'Lanterns**
LA Convention
Center
Thurs, Oct 13th



GET Up to 50% OFF

Yo Yo Ma
Bovard Auditorium

ADS & BUY TICKET BANNERS STARTING AT \$45/WK CALL 888-732-DTLA

ONLINE ADVERTISING

150K

75K

3K

11K

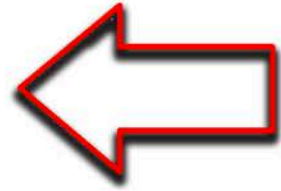
3K



WWW.DTLA-WEEKLY.COM

The screenshot shows the website layout with several key elements:

- Navigation:** Top bar with links for Home, Arts & Culture, Entertainment, Fashion & Style, Food, Health, Business, Pet Place, Politics, Travel, and By District.
- Header Banner:** A red banner at the top right with the text "Header Banner".
- Live. Work. Play. Banner:** A large white banner with the "Downtown Weekly" logo, "Downtown Appetite" logo, and "Art Walk News" logo. It includes the text "LIVE. WORK. PLAY." and "Since 2009".
- Articles:** Multiple article teasers with titles like "HipHops Golden Era Coming to DTLA", "The 'Showmen' Story: 'Too Important' for Oliver Stone to Not Tell", and "10 Great Places to Boogie".
- Event Calendar:** A section titled "DTLA Event Calendar" with a "Sm. Side Banner" label.
- Development:** A section titled "Development" with a "Middle Banner Ad" label.
- Footer:** A "FOOD" section at the bottom.

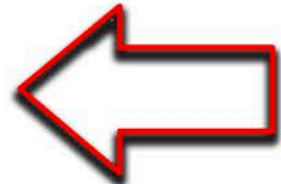


3

Publications

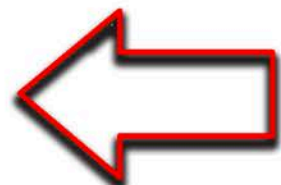
1 Website

**ARTICLES
EVENT CALENDAR
BANNER ADS
FULL ISSUES**
www.thegrawn.com

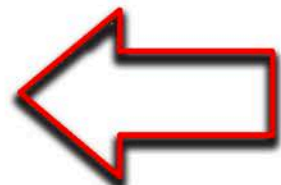


Sm. Side Banner

Lg. Side Banner



Md. Side Banner



Online Dimensions

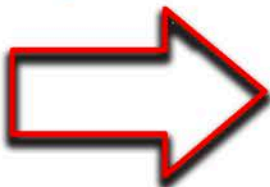
Header Banner 780 by 90

Sm Side Banner 300 by 150

Middle Side Banner 300 by 300

Large Side Banner 336 by 600

Middle Banner Ad 780 by 90



WEEKLY FULL SITE TAKEOVERS



Online & Print Column Sponsorship

SUPPORT FOR THE LITERARY ARTS

Our columnists are experts and patrons of their **TOPICS OF INTEREST** offering our readers a lifetime of enlightening articles about Downtown Los Angeles...

TOPICS OF INTEREST INCLUDE: FASHION/ FOOD/ FILM/ THEATER/ SPORTS/ PETS WINE & SPIRITS/ HEALTH/ HOSPITALITY/ REAL ESTATE and many more...

Package A Online & Print

- ~ Sponsor space for up to 1500 words [two page spread in print]
- ~ Brought to you by (YOUR COMPANY NAME) in the heading of the print article
- ~ 50% Off all print ads
- ~ "Thank You" mention on Table of Contents page printed inside the Downtown Weekly
- ~ 600 by 150 color size web banner on the webpage of the article (lifetime)

Package B Online & Print

- ~ Sponsor space for up to 1000 words [one page spread in print]
- ~ Brought to you by (YOUR COMPANY NAME) in the heading
- ~ 25% Off all print ads
- ~ "Thank You" mention on Table of Contents page printed inside the Downtown Weekly
- ~ 600 by 150 color size web banner on the webpage of the article (lifetime)

Package C Online & Print

- ~ Sponsor space for up to 500 words [half a page in print]
- ~ Brought to you by (YOUR COMPANY NAME) in the heading
- ~ 15% Off all print ads
- ~ "Thank You" mention on Table of Contents page printed inside the Downtown Weekly
- ~ 600 by 150 color size web banner on the webpage of the article (lifetime)

Package D Online Banner Ads

- ~ Lifetime placement banner ad (600 by 200) inside of any non competitive article
- ~ 10% Off all print ads

ALL PACKAGES ARE FULLY CUSTOMIZABLE PER REQUEST

SHOWN BELOW
DTLA VEGAN
SPONSORED BY THE ANIMAL MUSEUM

Secure <https://thegravn.com/2017/01/dtla-vegan-vegans-know/>

ptions • A...

HOME ARTS & CULTURE ENTERTAINMENT FASHION & STYLE DOWNTOWN APPETITE HEALTH BUSINESS

You are here Home > DTLA Vegan > DTLA Vegan: What Vegans Should Know

DTLA Vegan: What Vegans Should Know

DTLA Vegan STAYING ALIVE by Lailah Meiri - January 2, 2017

If you've been vegan for any length of time you've heard it all. "If you were stranded on an island would you kill an animal?" Or, "But, we're carnivores." And, "It's manly to eat meat!"

ask any man and I'm sure he'll say that erectile dysfunction isn't very manly, right? But, many meat-eating men have no idea their steaks are leading them to a day they'll be compelled to buy that little blue pill. It's not just meat eaters who don't know the benefits of plant-based nutrition. DTLA Vegan have encountered vegans who read comments and posts online that indicate that many haven't studied books by plant-based pioneering doctors, either. As a result, when they're confronted with a meat eater's objections, they don't know how to overcome them.

Support the AM! Click here!

The Animal Museum
421 Colyton St.
Los Angeles, CA 90013
(323) 928-2652

It takes researching and having your paradigm broken that compelled a meat eater to switch to a vegan diet overnight. Current meat-eaters may just need information.

Here's some general info that surprises many not-yet-vegans so if you know someone send them this article. The United States Department of Agriculture (USDA) was created with the purpose to help out farmers and not always consumers. The government currently subsidizes grain so farmers can feed cattle and promote eating the foods that studies show, make us sick. Animal agriculture is also the leading cause of deforestation. The USDA is where dietitians and doctors get their info, and influences the menu for military and school children.

www.dtla-weekly.com editor@dtla-weekly.com 888-732-DTLA



AD SPECS

CMYK COLOR OR
BLACK & WHITE
GREYSCALE
300 DPI

EDITOR@DTLA-WEEKLY.COM

LIST EVENTS FREE

WITH WWW.DTLA-WEEKLY.COM

ONLINE CALENDAR

UPGRADE for

GET²DTLA newsletter

DOWNTOWN WEEKLY

DESCRIPTION	DIMENSIONS
BACK COVER	10.25 x 12.385"
FULL PAGE	10.25 x 12.385"
2/3 PAGE	6.770 x 12.385"
HALF PAGE	10.25 x 6"
1/3 PAGE	3.307 x 12.385"
1/4 PAGE	5 x 6"
1/6 PAGE	5.125 x 3.416"
1/8 PAGE	5 x 2.894"
1/16 PAGE	2.437 x 2.894"
FRONT BANNER	10.25 x 3"

WWW.DTLA-WEEKLY.COM

888-732-DTLA



DEADLINE

January

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

February

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

November

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2017

PUBLISHES THURSDAYS

Space reservations, digital ads, and final ad changes must be received by 5pm the Friday prior to publication date. No cancellations are accepted after this time.



WWW.DTLA-WEEKLY.COM/EDITOR@DTLA-WEEKLY.COM/888-732-DTLA



ADVERTISING POLICY

Downtown Weekly P.O. Box 13845, Los Angeles, CA 90013
EDITOR@DTLA-WEEKLY.COM - 888-732-DTLA

Payment

Deadline: Downtown Weekly LA is published Thursdays.

The deadline for all orders and materials is due by 5pm on the Friday prior to Thursday's print publication.

Credit

Prepayment is required of all advertisers, except those with pre-approved credit. With credit bills are payable upon receipt. 10% will be added each month on unpaid invoices 30 days after invoice date.

After 180 days delinquent bills will be placed into collection.

Rates

- No agreement will be recognized which specifies pages or position with the proviso "or omit."
- Downtown Weekly LA reserves the right to revise its advertising rates at any time upon 30 days notice in writing, and all contracts are accepted subject to this revision.

Cancellations & Misprints

Downtown Weekly's liability shall not exceed the cost of space occupied by the error. Credit is allowed for first misprints only. Notice of errors must be given in time for correction before second insertion, otherwise no claim for repetition will be allowed. Downtown Weekly reserves the right to charge up to 25% of the cost of the ad if cancelled after deadline.

All cancellations must be received in writing by email.

