

RATE CARD

(Your Color Ad Will Run in All Six Magazines)

STANDARD RATES	1x	3x	6x	12x
Full Page	\$3,995	\$3,795	\$3,595	\$3,295
1/2 Page	\$2,395	\$2,195	\$1,995	\$1,795
1/4 Page	\$1,295	\$1,225	\$1,150	\$1,050
1/8 Page (Marketplace Only)	\$695	\$645	\$625	\$595
1/16 Page (Marketplace Only)	\$395	\$375	\$355	\$325
1/32 Page (Marketplace Only)	\$210	\$195	\$185	\$175
Banner Ad (Community Page Only)	\$1150	\$1075	\$1000	\$925
PLATINUM PLACEMENT RATES	1x	3x	6x	12x
Back Cover	\$12,500	\$11,950	\$11,000	\$10,750
Double Page (Spread)	\$7,395	\$6,995	\$6,595	\$6,395
Inside Front Cover	\$7,500	\$7,250	\$6,995	\$6,500
Inside Back Cover	\$7,500	\$7,250	\$6,995	\$6,500
Full Spread Surrounding Masthead	\$7,300	\$6,950	\$6,750	\$6,500
Full Page In Calendar Section	\$4,995	\$4,795	\$4,595	\$4,295
1/2 Page In Calendar Section	\$3,395	\$3,195	\$2,995	\$2,795
Cover Banner Wrap	\$10,000	--	--	--
BRENTWOOD NEWS (INSERT ONLY)	1x	3x	6x	12x
Full Page	\$1,500	\$1,250	\$1,100	\$1,000
1/2 Page	\$850	\$750	\$650	\$600
1/4 Page	\$450	\$425	\$400	\$350

• Payment is due in full for all advertisers before press time.

• Pre-payment discount available. • We gladly accept credit card payments only.



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WestsideToday

COMMUNITY NEWS AND LIFESTYLE MAGAZINES COVERING SIX OF LA'S TOP TOWNS



BRENTWOOD MEDIA GROUP

AD SPECS

PAGE SIZE • 10" W x 12" H

FULL PAGE WITH BLEED

TRIM • 10" W x 12" H *

* This is the EXACT page size after print and trimming.

LIVE AREA • 9.25" W x 11.25" H

* Please avoid graphic elements and text boxes outside the live area if the ad IS NOT set-up to be a Bleed Ad.

BLEED • 10.25" W x 12.25" H

* Bleed is the area EXTRA of the trimmed page. Please avoid graphic elements and text boxes outside the Ad.

FULL PAGE NO BLEED

LIVE AREA • 9.25" W x 11.25" H

BANNER AD **NEW**

STANDARD • 10" W x 1.5" H
(live area not to exceed 1.5"x 9.25")

1/2 PAGE

HORIZONTAL • 9" W x 5.5" H

VERTICAL • 4.5" W x 11" H

1/4 PAGE

STANDARD • 4.5" W x 5.5" H

COVER BANNER WRAP **NEW**

ONE SIDE • 21" W x 4" H *

*10.5"W x 4"H each side - x 4

1/8 PAGE

HORIZONTAL • 4.5" W x 2.5" H

VERTICAL • 2.125" W x 5.5" H

1/16 PAGE

STANDARD • 2.125" W x 2.5" H

1/32 PAGE

STANDARD • 2.125" W x 1.2" H

ELECTRONIC SPECS

send ALL ADS to: Adrienne@AtlanticPublicity.com

- Ad should be submitted at 300 DPI, as print-ready PDF files, sized to our exact specifications.
- Ad MUST be submitted in CMYK. DO NOT submit RGB black. Submit black as CMYK only.
- All fonts in press-ready PDFs must be embedded. All ads and/or files should be sent as hi-res PDF's or TIF's only.
- Email all press ready files, Ad materials or Ad spec-related questions to: westsidetodaydesign@yahoo.com

COVERAGE



	READERSHIP	CIRCULATION	HOME DELIVERY	STREET COPIES	STREET LOCATIONS
BRENTWOOD NEWS	26,680	11,600	7,500	4,100	47
BEVERLY HILLS 90210	36,570	15,900	12,900	3,000	71
PALISADES 90272	18,515	8,050	6,900	1,150	26
SANTA MONICA SUN	18,400	8,000	3,650	4,350	69
BEL-AIR VIEW	9,430	4,100	3,450	650	6
MALIBU BEACH	6,325	2,750	0	2,750	64
TOTALS/AVERAGES	115,920	50,400	34,400	16,000	283

WESTSIDE TODAY



WESTSIDETODAY

“FROM BEVERLY HILLS TO THE OCEAN...
THE BEST OF THE WESTSIDE.”

WESTSIDETODAY publishes six magazine titles delivered each month direct to the homes of the most affluent and influential demographic in Los Angeles. Our publications have been serving Westside Los Angeles communities for over 16 years, providing a keen look at news, events and issues that directly relate to and affect our readers.

- Our Mission Statement: “Community Matters”
- Elegant, Full Color Magazines
- The Best Neighborhoods in Westside Los Angeles
- Delivered Direct to Homes and Select Businesses
- 50,400 Copies Every Month
- 100,000+ Readers Every Month
- Month-Long Shelf Life
- Essential Community News & Lifestyle Features
- In Business for 16 Years
- Best Advertising Value — We Urge You to Compare

“A short while after the publications hit the street we began receiving phone inquiries about our camps. I was very satisfied with not only the response, but the fact that about 80% of the inquiries turned into enrollment for that summer.”

— Nate Wright, Camp Director, Total Golf Adventures

“Advertising with Westside Today has been a gratifying experience. The staff is friendly and easy to work with. Most importantly, the opportunity to connect with Westside residents has been beneficial to my business.”

— Elyse Arbour, Realtor

DEMOGRAPHICS

AVERAGE INCOME	MEDIAN HOME SALES \$
\$176,308	\$1,875,000
\$354,046	\$2,600,000
\$141,489	\$1,888,000
\$269,033	\$2,804,000
\$167,460	\$1,560,000
\$159,922	\$2,000,000
\$211,376	\$2,121,166

AUDIENCE AGE BREAKDOWN

