

WE'VE GOT ISSUES.

Since its founding in 1995, **OC WEEKLY** has grown to become the largest newsweekly in Orange County.



By shining an unwavering light on the important, often controversial issues that shape our lives, cultures and communities, we keep our readers awake and aware. We take on the stories others shy away from. We expose the truth at any cost. In the process, we've raised many eyebrows and ruffled more than a few feathers.

TODAY'S OC WEEKLY

Today, **OC Weekly** reaches 503,206* readers every month in print and 860,000 unique visitors every month on ocweekly.com for hard hitting, fearless, investigative reporting, arts and culture coverage, the hottest club section, and the most comprehensive restaurant listing available in the county.

*Source: Media Audit | Winter 2015 Release

OC WEEKLY AUDIENCE

PRINT & ONLINE

Build frequency and reach an additional, exclusive audience when utilizing both print and online.

PRINT

503,206 TOTAL READERS

ONLINE

860,000 UNIQUE VISITORS
2,572,704 MONTHLY PAGE VIEWS



1,363,206

**TOTAL REACH BY ADVERTISING
PRINT & ONLINE**

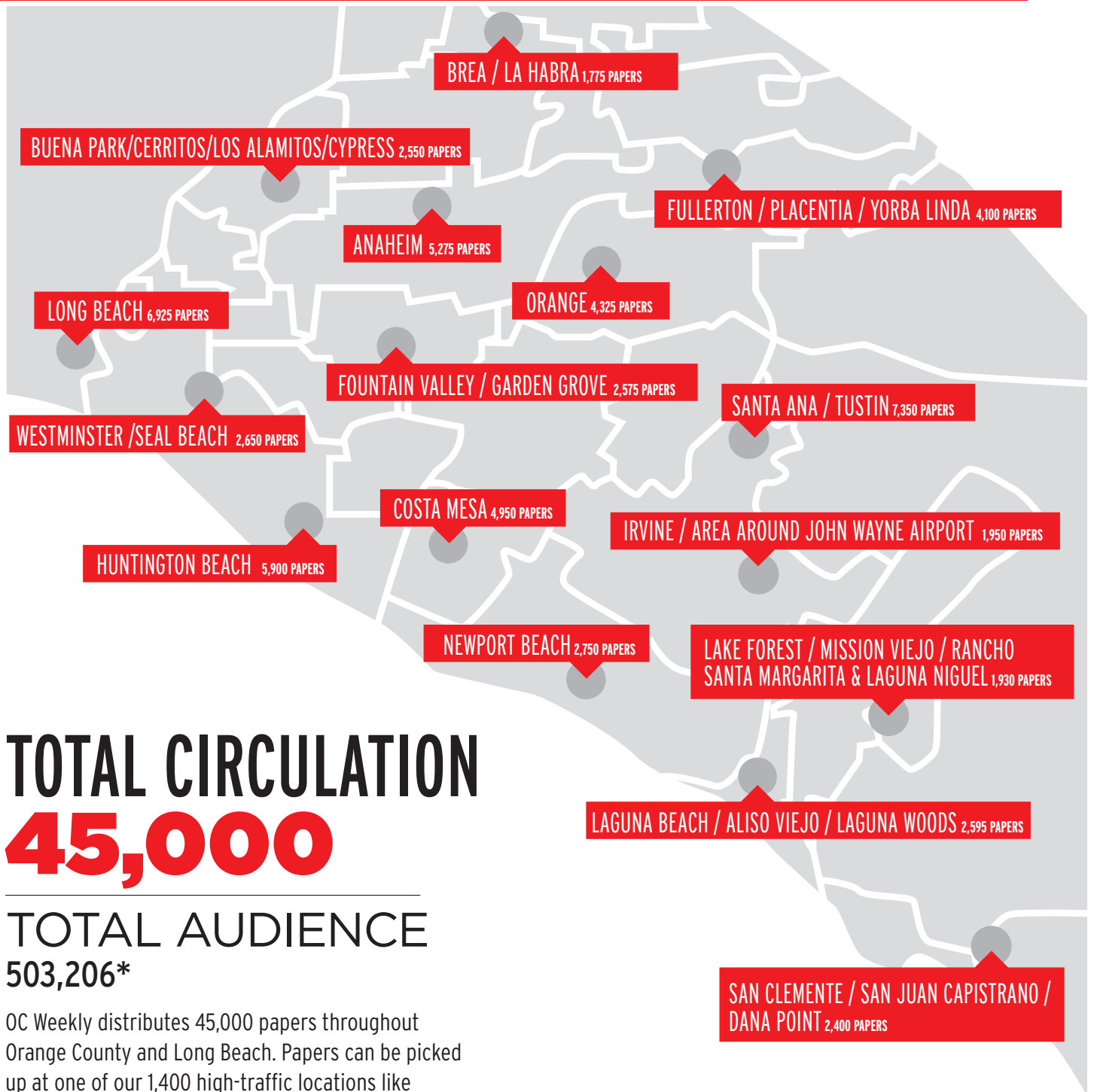
681,500

**TOTAL NON-DUPLICATED REACH
PRINT & ONLINE**

*Source: Media Audit | Winter 2015 Release

OC WEEKLY

CIRCULATION



TOTAL CIRCULATION

45,000

TOTAL AUDIENCE

503,206*

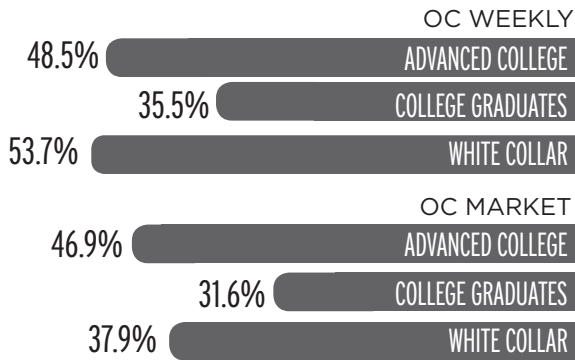
OC Weekly distributes 45,000 papers throughout Orange County and Long Beach. Papers can be picked up at one of our 1,400 high-traffic locations like grocery stores, restaurants, bars and street boxes. While 45,000 papers are printed and distributed weekly, more than 503,206* people are reading the OC Weekly each month. And, of the 45,000 papers distributed, on average 95% of them are picked up and read.

*Source: Media Audit | Winter 2015 Release

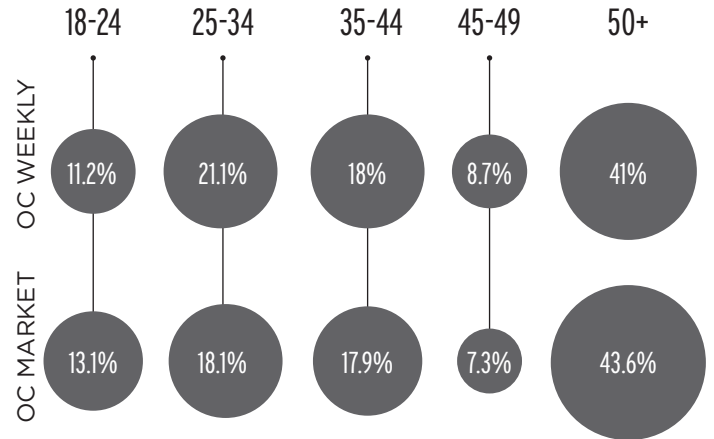
WHO'S LOOKING?

Source: Media Audit | Winter 2015 Release

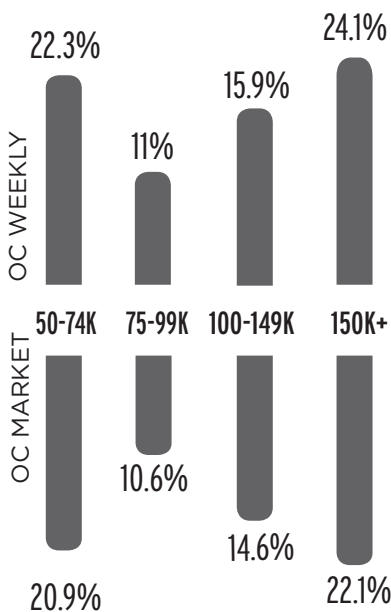
EDUCATION



AGE GROUP



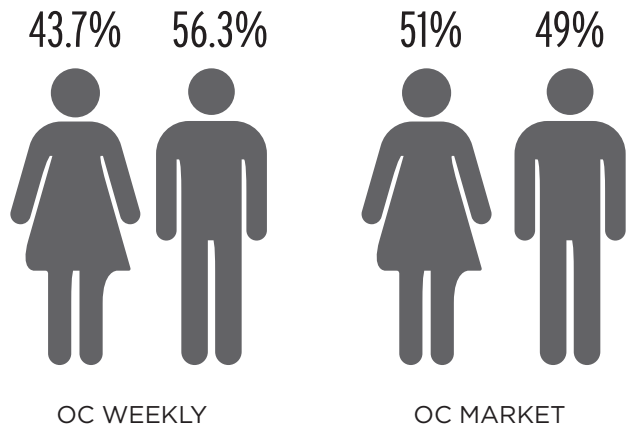
HOUSEHOLD INCOME



MARITAL STATUS



DEMOGRAPHIC GENDER



18475 Bandillier Cir Cle
Fountain Valley, Ca 92708
714.550.5900

DEADLINES

OC Weekly publishes every Thursday. Space reservations, digital ads, and final ad changes must be received by **5 p.m.** the Friday prior to publication date. No cancellations are accepted after this time.

CAMERA READY REQUIREMENTS

- Ads must be produced to specific page sizes.
- 15-20% press gain - 100 line screen - Highlights 5-8% - Shadows 78-82%
- OC Weekly does not accept responsibility for the printing quality of camera ready ads.

ELECTRONIC AD SUBMISSION

Acceptable File Formats: (OC Weekly is produced on a Mac platform, and will not accept Windows files such as Corel Draw, Publisher, Word, Excel, or PowerPoint.)

- Postscript file (.ps)
- Acrobat Distiller file (.pdf) with all fonts embedded
- Tagged image file (.tif) Photoshop file preferred
- JPEG graphic file (.jpeg) Save at least "medium" quality, 300 dpi preferred
- EPS, Illustrator or Photoshop file (.eps, .ai, .psd)

SIZES

Full Page	9.125" x 10.625"
Junior	6.8021" x 7.9271"
3 col 3/4	6.8021" x 10.625"
4 col 3/4	9.125" x 7.9271"
2 col 1/2	4.4792" x 10.625"
4 col 1/2	9.125" x 5.2292"
2 col 1/3	4.4792" x 7.0278"
2 col 1/4	4.4792" x 5.2292"
4 col 1/4	9.125" x 2.5313"
1 col 1/4	2.1563" x 10.625"
2 col 1/6	4.4792" x 3.4306"
1 col 1/6	2.1563" x 7.0278"
2 col 1/8	4.4792" x 2.5313"
1 col 1/8	2.1563" x 5.2292"
2 col 1/12	4.4792" x 1.6319"
1 col 1/12	2.1563" x 3.4306"
1 col 1/16	2.1563" x 2.5312"

CLASSIFIED SIZES

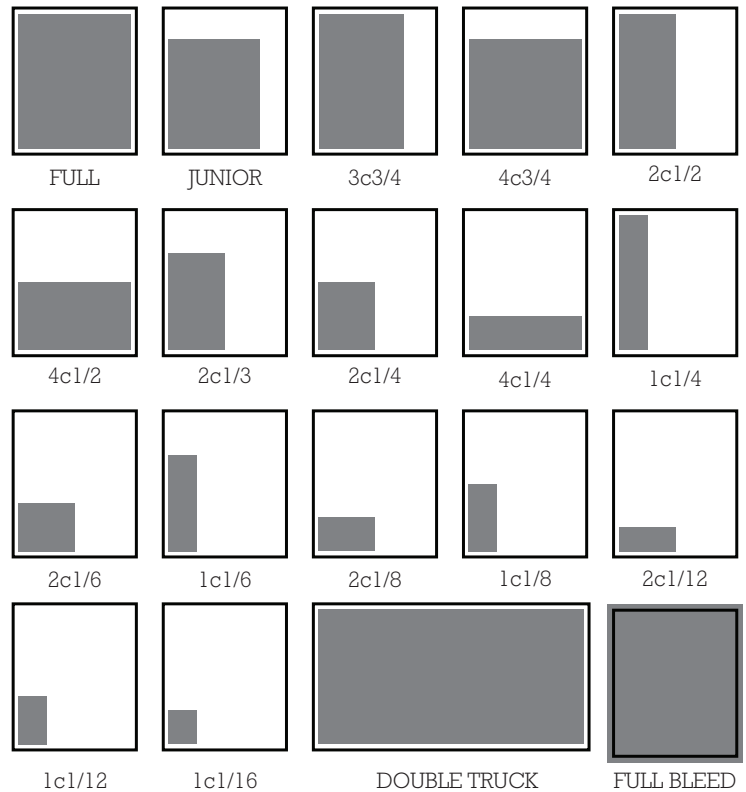
1/24	2.1563" x 1.6319"
1/32 (H)	2.1563" x 1.2682"
1/48 (H)	2.1563" x 0.5508"
1/48 (V)	0.9948" x 1.6319"

UPLOADING & SENDING FILES:

- File upload utility (for files larger than 10MB): ads.ocweekly.com
For further instructions, please contact your Account Executive

TIPS

- Black and white ads must be saved grayscale
- All color ads must be CMYK (NO RGB, Index or PMS colors). Black should always be 100% black
- Minimum resolution: 300 DPI



FULL PAGE BLEED: 10.75" x 11.8125" | Trim Size: 10.25" x 11.3125"
CENTER SPREAD DOUBLE TRUCK (no bleed) 19" x 10.625"
CENTER SPREAD DOUBLE TRUCK (with bleed) 21" x 11.8125" | Trim Size: 20.5" x 11.3125"

FILM SIZES

1 col	1.6917" x --	4 col	7.2667" x --
2 col	3.55" x --	5 col	9.125" x --
3 col	5.4083" x --	Full Page	9.125" x 10.625"

*FILM ADS ARE BASED ON A 5 COLUMN GRID.

THE FIRST THING

OUR READERS SEE

Full Color Post-it notes on the Cover of **OC Weekly** are a high impact creative unit that are sure to be seen by readers. This is also a great tool for people to retain your ad campaign on their fridge, computer monitor, in their car, and more.

DETAILS

- Includes printing and application on 45,000 copies
- Specs: 3"x3" Full Color (.125" bleed)



PARTY WITH US YEAR ROUND

OC Weekly may be the local source for all events and happenings in Orange County, but we are also the producers of our own large-scale food, cocktail and music parties and festivals. From 1,000 to 2,500 attendees, our events are the perfect platform for companies to brand and introduce themselves to OC consumers. Email marketing@ocweekly.com for inquiries.



VIVA LOS TACOS

OC Weekly's newest event will bring tacos from over 30 restaurants and food trucks plus beer and cocktail samples, live music and more.

EVENT DATE: SATURDAY JANUARY 27, 2018 1-4PM VIP 12PM
EVENT DESCRIPTION: FOOD & DRINK
VENUE: MAINPLACE MALL, SANTA ANA
COORDINATING ISSUE: TACO ISSUE



FRESH TOAST

Orange County's biggest brunch event elevates everyone's favorite meal of the day to new heights with tastings from 35+ restaurants, cocktail and beer samples, a bloody mary competition, artisanal vendors and music. This will be one weekend brunch you won't want to sleep through!

EVENT DATE: SATURDAY, MARCH 10, 2018 12-3PM VIP 11AM
EVENT DESCRIPTION: FOOD & DRINK
VENUE: FESTIVAL OF THE ARTS LAGUNA BEACH
COORDINATING ISSUE: EAT+DRINK VOL. 1



SUMMER FEST

The ultimate summer party takes place every year at OC Weekly's annual music festival, Summer Fest. In celebration of the Summer Guide issue, OC Weekly brings an all-day concert with performances by some of Orange County's most popular bands along with outdoor activities, cocktail and beer sampling, a waterfront VIP Cabana, Vendor Village and a food tasting element featuring 30+ restaurants.

EVENT DATE: TBA
EVENT DESCRIPTION: MUSIC & FOOD
VENUE: TBA
COORDINATING ISSUE: SUMMER GUIDE



DECADENCE

In its fourteenth year, OC Weekly's Decadence will again be the ultimate culinary event featuring the vibrant food scene and tastemakers of Orange County. With over 40 booths offering free samples to 2,000 attendees, Decadence will celebrate the Eat + Drink issue by featuring wine, beer and spirit samples, unlimited food by local restaurants and chefs, and live music. VIP attendees enjoy a preview tasting hour along with a private lounge with exclusive amenities.

EVENT DATE: SEPTEMBER
EVENT DESCRIPTION: FOOD AND DRINK
VENUE: HOTEL IRVINE
COORDINATING ISSUE: EAT+DRINK VOL. 2

MECHANICALS

STANDARD ONLINE BANNERS

(JPG, GIF) / FLASH (SWF)*

DIMENSIONS: 728x90, 300x250, 468x60, 320x50

MAX FILE SIZE: 40k

DPI: 72

ANIMATION: 15 max

LOOPING: 10 second pause between loops required, 3 loops max

DEADLINE: 48 hours before start date

RICH MEDIA BANNER REQUIREMENTS

(JAVASCRIPT & HTML)

DIMENSIONS: 728x90, 300x250, 468x60

INITIAL DOWNLOAD: 40k

POLITE DOWNLOAD: 100k

DPI: 72

WMODE: transparent

LOOPING: 10 second pause between loops required, 3 loops max

ANIMATION: 15 max

VIDEO: :30 max

DEADLINE: 5 days before start date

Specs for additional rich media types will be provided on an as-needed basis. In order to enhance user experience.

CLICKTAG CODING FOR FLASH ADS

(SWF FILE FORMAT)

Actionscript 2.0 should be used and assigned to a clickable object such as a button or hitarea. Do not use Actionscript 3.0 as it can be read as a pop-up by certain browsers.

- Associate the (on)release event with that object. When the event occurs it will trigger the script.
- Actionscript to be used is:

```
on(release)
{
  getURL(_root.clickTAG, "_blank");
}
```
- Do not hard code the url as it will cause the ad to not be trackable. All ads should open in a new window.

RESKIN SPECS

DIMENSIONS: 1920x900

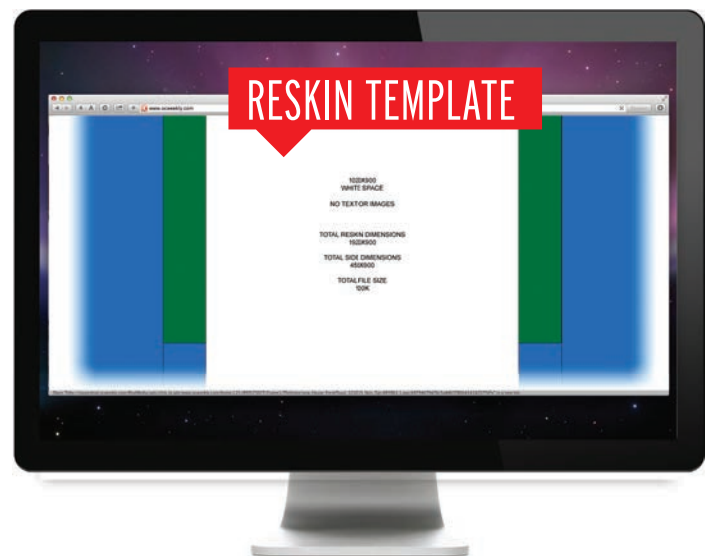
WHITE SPACE IN THE MIDDLE: 1020x900

SIDE IMAGES: 450 pixels on each side

LIVE AREA: 140X750 nearest the middle white space

FADE: Sides and bottom must fade to white

DPI: 72



*Flash ads and 3rd party expandable ads have additional requirements. Please ask your Account Executive for more information.

HIGH IMPACT

ONLINE ADVERTISING

OC WEEKLY offers high impact digital advertising options.

These specialty units are a great way to captivate our online readership.

DESKTOP INTERSTITIAL RATES

1 DAY..... \$350



Overlays for 10 seconds, with skip button.
Frequency capped to 1x24.

MOBILE INTERSTITIAL RATES

1 DAY \$350



Overlays for 10 seconds, with skip button.
Frequency capped to 1x24.



SPECS

RESKIN: 1920x900 image with 1020 pixels of white space in the middle and 450 pixels on each side. Main message area is 140x750 nearest the middle white space. Sides and bottom must fade to white. Max file size 100k.

DESKTOP INTERSTITIAL: 700x500
No looping. :10 max animation
Max file size 80K

MOBILE INTERSTITIAL: 320x480
No looping. :10 max animation
Max file size 40k

OC WEEKLY 2018 YEARLY CALENDAR

WEEK	ISSUE #	PUB DATE	ISSUE & SPECIAL ISSUE/SECTION	RESERVATION DEADLINE	GLOSSY INSERT	INSERT DEADLINE
1	19	1/4/2018	OC Weekly	12/29/2017		
2	20	1/11/2018	OC Weekly	1/5/2018		
3	21	1/18/2018	TACO Issue	1/12/2018		
4	22	1/25/2018	OC Weekly	1/19/2018	Rolling Paper: Legalization Guide	1/12/2018
5	23	2/1/2018	OC Weekly	1/26/2018		
6	24	2/8/2018	OC Weekly	2/2/2018		
7	25	2/15/2018	OC Weekly	2/9/2018		
8	26	2/22/2018	BRUNCH Issue	2/16/2018	Eat + Drink 1 V. 1	2/9/2018
9	27	3/1/2018	OC Weekly	2/23/2018		
10	28	3/8/2018	OC Weekly	3/2/2018		
11	29	3/15/2018	OC Weekly, Education Guide	3/9/2018		
12	30	3/22/2018	BEER Issue	3/16/2018		
13	31	3/29/2018	OC Weekly	3/23/2018		
14	32	4/5/2018	OC Weekly	3/30/2018	Rolling Paper: 420 Guide	3/23/2018
15	33	4/12/2018	OC Weekly	4/6/2018		
16	34	4/19/2018	OC Weekly	4/13/2018	Newport Beach Film Festival	4/6/2018
17	35	4/26/2018	OC Weekly, Cinco De Drinko Guide	4/20/2018		
18	36	5/3/2018	OC Weekly, Cinco de Drinko Guide, Brunch Pages	4/27/2018		
19	37	5/10/2018	OC Weekly, Education Guide	5/4/2018		
20	38	5/17/2018	OC Weekly	5/11/2018		
21	39	5/24/2018	OC Weekly	5/18/2018		
22	40	5/31/2018	OC Weekly	5/25/2018		
23	41	6/7/2018	OC Weekly	6/1/2018		
24	42	6/14/2018	OC Weekly	6/8/2018		
25	43	6/21/2018	SUMMER Guide, Local Brewery	6/15/2018		
26	44	6/28/2018	OC Weekly	6/22/2018		
27	45	7/5/2018	OC Weekly	6/29/2018	Rolling Paper: 710 Guide	6/22/2018
28	46	7/12/2018	OC Weekly	7/6/2018		
29	47	7/19/2018	OC Weekly	7/13/2018		
30	48	7/26/2018	OC Weekly	7/20/2018	Surf Guide	7/20/2018
31	49	8/2/2018	OC Weekly	7/27/2018		
32	50	8/9/2018	OC Weekly	8/3/2018		
33	51	8/16/2018	OC Weekly	8/10/2018		
34	52	8/23/2018	RESTAURANT Issue, Brunch Pages	8/17/2018	Eat + Drink V.2	8/10/2018
35	1	8/30/2018	OC Weekly	8/24/2018		
36	2	9/6/2018	OC Weekly	8/31/2018		
37	3	9/13/2018	OC Weekly, Local Brewery	9/7/2018		
38	4	9/20/2018	MUSIC Issue	9/14/2018		
39	5	9/27/2018	OC Weekly	9/21/2018		
40	6	10/4/2018	OC Weekly, Halloween Guide	9/28/2018		
41	7	10/11/2018	OC Weekly, Halloween Guide	10/5/2018		
42	8	10/18/2018	BEST OF 2018, Halloween Guide, Education Guide	10/12/2018		
43	9	10/25/2018	SCARIEST PEOPLE, Halloween Guide	10/19/2018		
44	10	11/1/2018	OC WEEKLY	10/26/2018		
45	11	11/8/2018	OC Weekly	11/2/2018		
46	12	11/15/2018	OC Weekly, Brunch Pages	11/9/2018		
47	13	11/22/2018	OC Weekly	11/16/2018		
48	14	11/29/2018	OC Weekly	11/23/2018		
49	15	12/6/2018	OC Weekly, Local Brewery	11/30/2018	Holiday Guide	11/16/2018
50	16	12/13/2018	OC Weekly	12/7/2018		
51	17	12/20/2018	OC Weekly, NYE Guide	12/14/2018		
52	18	12/27/2018	OC Weekly, NYE Guide	12/21/2018		



ROLLING PAPER: LEGALIZATION GUIDE

January 25

(GLOSSY INSERT)

The Legalization Guide will provide updates on Southern California's legalization movement as well as local politics, news, events, collectives, products and more.



EAT+DRINK vol. 1

February 22

(GLOSSY INSERT)

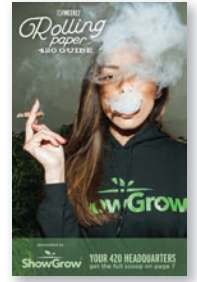
One of our most popular issues of the year, Eat+Drink, spotlights the tastiest offerings from the best restaurants in Orange County & Long Beach. This issue pairs with our annual brunch event, Fresh Toast.



BEER ISSUE

March 22

Our inaugural Beer Issue will take you on a craft beer tour throughout Orange County, Long Beach and beyond.



ROLLING PAPER: 420 GUIDE

April 5

(GLOSSY INSERT)

The 420 Guide highlights medical marijuana collectives, products and events found across Orange County & Long Beach.



NEWPORT BEACH FILM FESTIVAL

April 19

(GLOSSY INSERT)

An official guide to the Newport Beach Film Festival featuring show times, event details and movie descriptions.



SUMMER GUIDE

June 21

Our Summer Guide features the best things to do during the summer months including music festivals, summer getaways travel, day-trips and other activities.



ROLLING PAPER: 710 GUIDE

July 5

(GLOSSY INSERT)

The 710 Guide highlights medical marijuana collectives, brands and products as well as spotlights oils found across Orange County & Long Beach.



SURF GUIDE

July 26

(GLOSSY INSERT)

An official guide to the US Open of Surfing event in Huntington Beach. The guide features event times, surf related stories and suggestions on where to hang-out before, or after, each day's events.



EAT+DRINK vol. 2

August 23

(GLOSSY INSERT)

By popular demand, we now publishing our Eat+Drink issue twice a year! This issue pairs with our signature foodie soiree, Decadence.



BEST OF 2018

October 18

The most anticipated issue of the year, BEST OF, features our readers' choice and editors' picks for the best in Orange County & Long Beach. From the best burger or fries, to the best hike or best place get tattooed, it's all in there!



HOLIDAY GUIDE

December 6

(GLOSSY INSERT)

Our Holiday Guide is packed with fun ideas on where to go, what to do and what to eat and drink during the holidays.

PROMOTED POSTS

Promote your business or upcoming event. Help drive traffic to your website and/or Facebook page with a Promoted Post through OC Weekly's social media.

FACEBOOK

98,000+ likes

INSTAGRAM

55,600+ followers

TWITTER

8,800+ followers

REQUIRED MATERIALS:

- Image (no text)
- Caption
- uRL

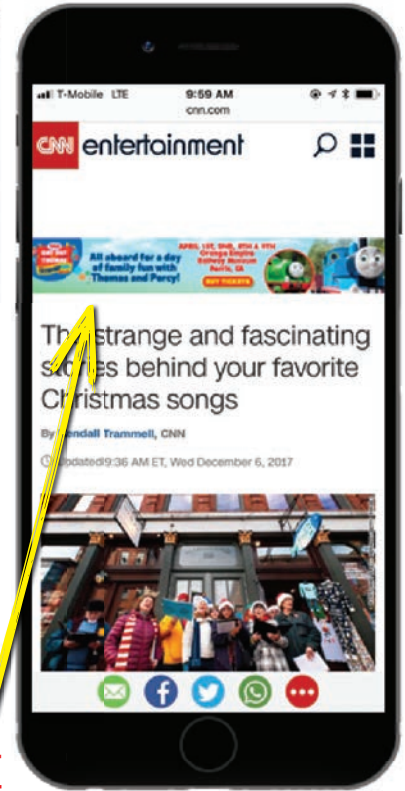


FACEBOOK PROMOTED POST PACKAGES:

- TIER 1:** \$600
Get Instagram and Twitter included
ESTIMATED REACH 26,000-69,000
- TIER 2:** \$500
Get Instagram included
ESTIMATED REACH 18,000-48,000
- TIER 3:** \$400
ESTIMATED REACH 17,000- 46,000
- TIER 4:** \$300
ESTIMATED REACH 13,000-35,000
- TIER 5:** \$200
ESTIMATED REACH 9,000-24,000

Maximum 2 posts, per month, per client. OC Weekly has full discretion & final approval on all posts.

Goal: Reach Moms who live in Orange County and have children aged 2 - 6 years old.



MOBILE
EMAIL

CASE STUDY 1:

- 150,000 ads served to Moms who live in Orange County and have children age 2 - 6 years old
 - 157,522 ads served to people matching the client's target audience
 - 209 clicks on ad creative

COST: \$1,500

CASE STUDY 2:

- 50,000 Moms who live in Orange County and have children aged 2 - 6 years old received the email
 - 50,000 people matching the client's target audience received and email
 - 5,472 opens (605 clicks)

COST: \$1,500

