

# LABest.com

The "LOCALS" guide to events, restaurants, and LA's lifestyle.  
Leading the way in the ROI (Return on investment) for your business

## WHO WE ARE

LA Best, also known as the Best of LA, is a website that offers comprehensive information and a platform for residents of Los Angeles County to share their opinions about the latest happenings in the city. You can find updates on various topics such as events, car culture, restaurants, travel, tours, entertainments, lifestyle, fashion, beauty, health, fitness, home, garden, business, technology and much more. LA Best is a one-stop shop for all your information needs to go out and have fun.



## MEDIA Kit

(818) 497-0145 | [Office@LABest.com](mailto:Office@LABest.com) | [www.LABest.com](http://www.LABest.com)

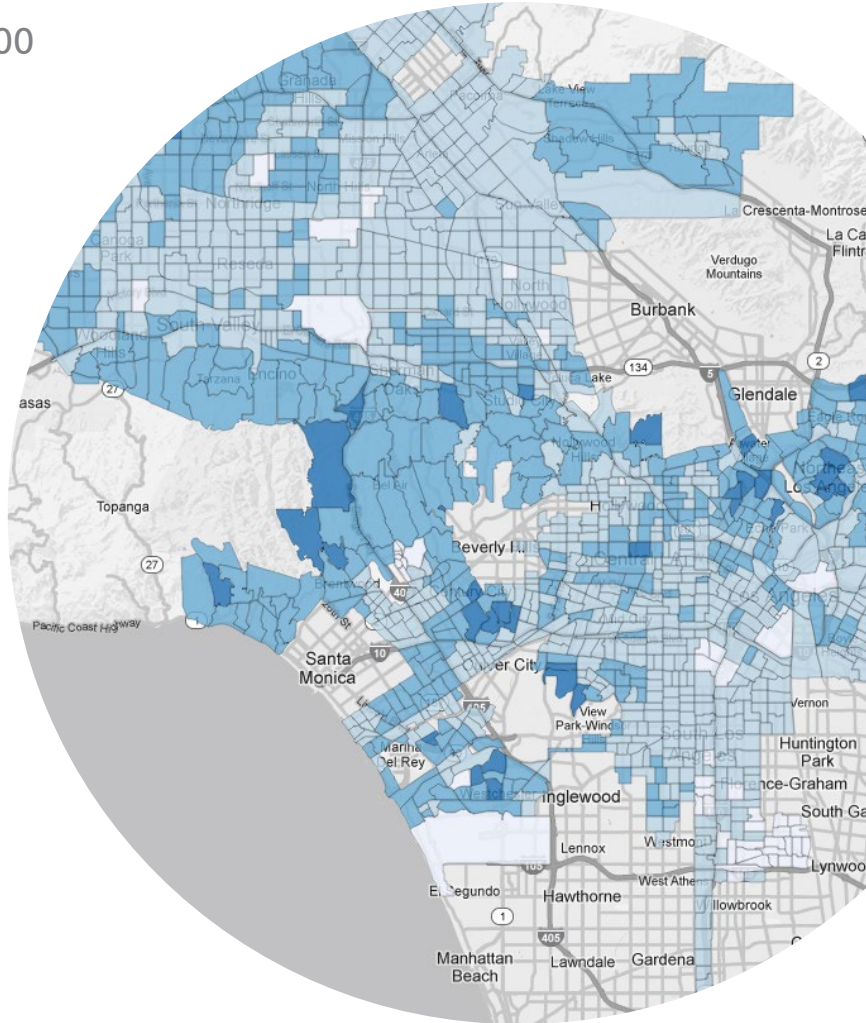
## AUDIENCE DEMOGRAPHICS

### Our Audience

Avg HHI	\$108,800
Age Group	24-54
Female	66%
Male	34%
Single	48%
College	62%
Parents	52%

### Through

- Social Media
- SEO
- Landing Pages
- E-Mails
- Google Search
- Bing Search



### C-Panel Metrics / AWStats

Unique Visitors (Average P/Month)	90,000	
Pages (Average P/Month)	170,000	
Hits (Average P/Month)	3,071,521	
Bandwidth (Average P/Month)	90,000	
Visit Duration (Average P/Month)	30 min. - 1hr.	10%
	15 min. - 30 min.	15%
	30 s. - 15 min.	5%
	0 s. - 30 s.	70%

PAGE STRUCTURE VISIBILITY (3X = Multiply Exposure)

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**EVENTS**

4X Buy events tickets

**CAR CULTURE**

4X Has a lot to do with it

**RESTAURANTS**

3X Like to use service

**TRAVEL/TOUR**

3X Join Outdoor

**ENTERTAINMENTS**

5X Friendship & share

**LIFESTYLE**

5X Synonyms of freedom

**FASHION/BEAUTY**

3X Love to have a new look

**HEALTH/FITNESS**

4X LA's lifestyle

**HOME/GARDEN**

3X Living with style

**BUSINESS/TECHNOLOGY**

2X Innovation & Feature



## EXPOSURE YOUR BUSINESS ON LABEST.COM

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### 1: HOME OR MAIN CATEGORY PAGE

#### **Top Banner (Dynamic Carousel)**

Size: [950 pix. X 480 pix.](#)

[950 pix. X 240 pix.](#)

#### **Two Columns Banner (Static)**

Size: [440 pix. X 150 pix.](#)

#### **Four Columns Banner (Static)**

Size: [220 pix. X 220 pix.](#)

#### **Slide Banner, Entire Website:**

Size: [300 pix. X 120 pix.](#)

### 2: YOUR BUSINESS EDITORIAL

On this page, there will be writing, including images related to your business's most important thing, with a link to your website. [Sample](#)

### 3: DEDICATED PAGE WITHOUT ADS

Your business can add additional information to this dedicated page free of competitor advertisements. [Sample](#)

### 4: E-MAIL BLAST (SHARED)

Monthly email newsletter.

### 5: SOCIAL MEDIA EXPOSURE

Your business will be visible on our social media groups such as Facebook, Twitter, Google+, Pinterest, Instagram & LinkedIn.

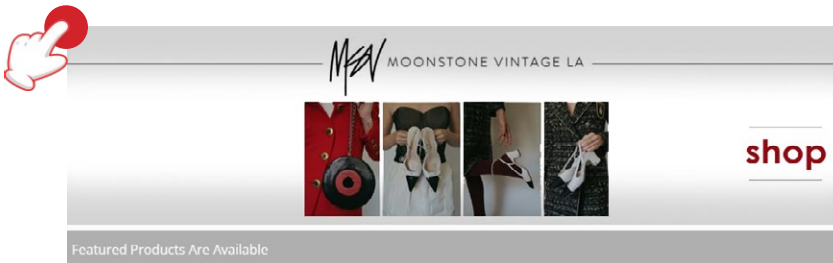
# BANNERS, EDITORIAL & DEDICATED WEBPAGE SAMPLES

The samples below are only for reference.



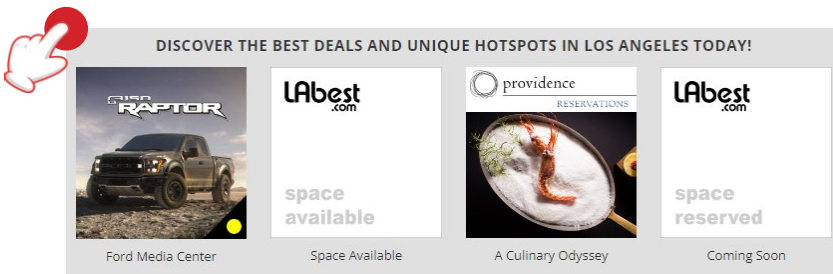
Top Banner (Dynamic carousel)

Size: 950 Pix. X 480 Pix.



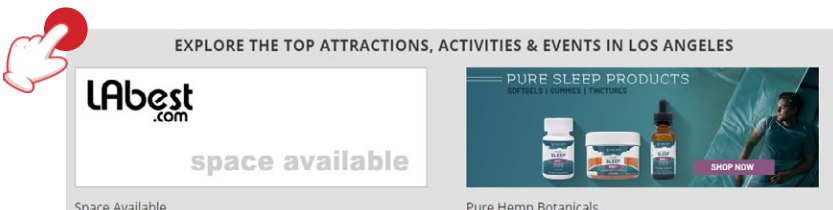
Top Banner (Dynamic carousel)

Size: 950 Pix. X 240 Pix.



Four Columns Banner (Static)

Size: 220 Pix. X 220 Pix.

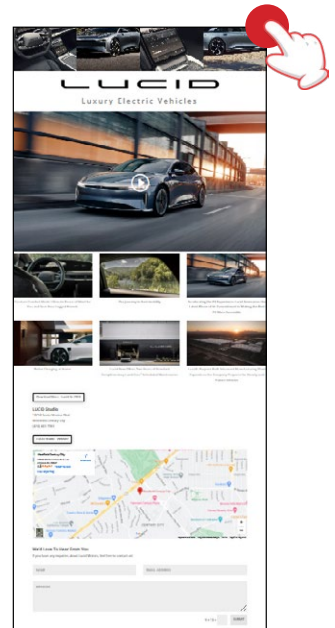


Two Columns Banner (Static)

Size: 440 Pix. X 150 Pix.

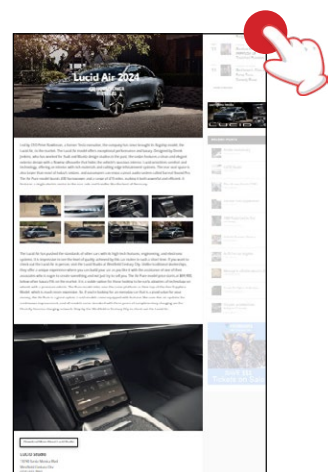


Slide Banner  
Entire Website (Static)  
Size: 300 Pix. X 120 Pix.



Dedicated Webpage  
With Out Ads

Sample



Editorial  
Customized

Sample

## EXPOSURE PACKAGES

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### PACKAGE #1:

Banner Size 950 x 480 | Home or Main category page

Top Banner 950 x 480 (Dynamic Carousel) + Side Banner 300 x 120 (Static – Entire Web Site) + Editorial + Dedicated Web Page (With Out Ads, Including SEO) + Monthly E-Mail Blast + Social Media (Shared)

### PACKAGE #2:

Banner Size 950 x 480 | Home or Main category page

Top Banner 950 x 480 (Dynamic Carousel) + Side Banner 300 x 120 (Entire Web Site).  
No editorial

### PACKAGE #3:

Banner Size 950 x 240 | Home or Main category page

Top Banner (Dynamic carousel). No editorial

### PACKAGE #4:

Banner Size 440 x 150 | Home or Main category page

Two Columns Banner (Static). No editorial

### PACKAGE #5:

Banner Size 220 x 220 | Home or Main category page

Four Columns Banner (Static). No editorial

### PACKAGE #6:

Banner Size 300 x 120 | Entire Website

Side Banner (Static). No editorial

### PACKAGE #7:

WORK AROUND YOUR BUDGET

# LABEST FULL-SERVICE CREATIVE DIGITAL MARKETING

## DIGITAL SERVICE: FIVE MARKETING TACTICS

FOR BUSINESS SUCCESS

1. Website Exposure
2. Google Platform
3. Reviews
4. Text Automation
5. Online Payments



[Learn More](#)  
[Click Here](#)

### GOAL SETTING & STRATEGY. READY TO GROW?

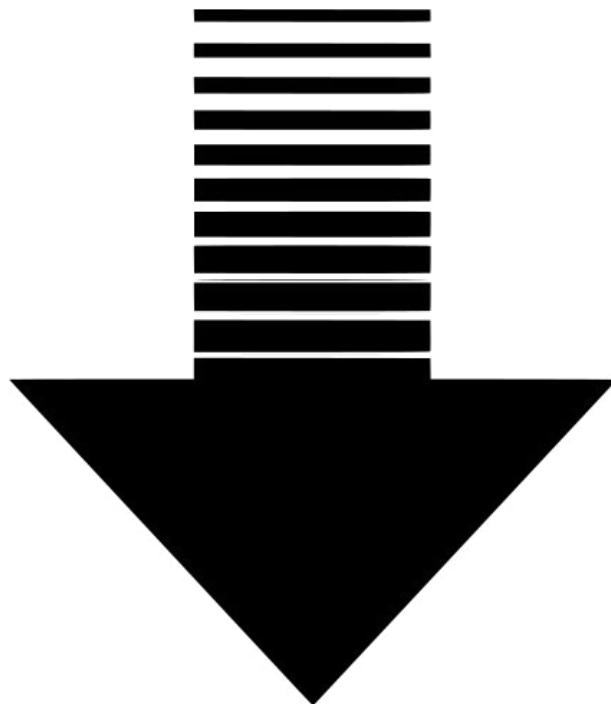
Collaborative goal setting is designed to custom-fit your business. We will complete a full business diagnostic to uncover which advertising platforms best suit your business needs.



L.A. Best is always happy to help.  
Let's build a long-lasting relationship!

The fastest growing site with  
emphasis on helping the small  
and medium size local business.

**L.A. Best is the only company  
that will work within your budget.**



[www.LABest.com](http://www.LABest.com)