



CONNECTING BUSINESS & COMMUNITY SINCE 2004



SAN FERNANDO VALLEY
West Valley News
 MEDIA PLANNING GUIDE 2011

www.westvalleynews-sfv.com



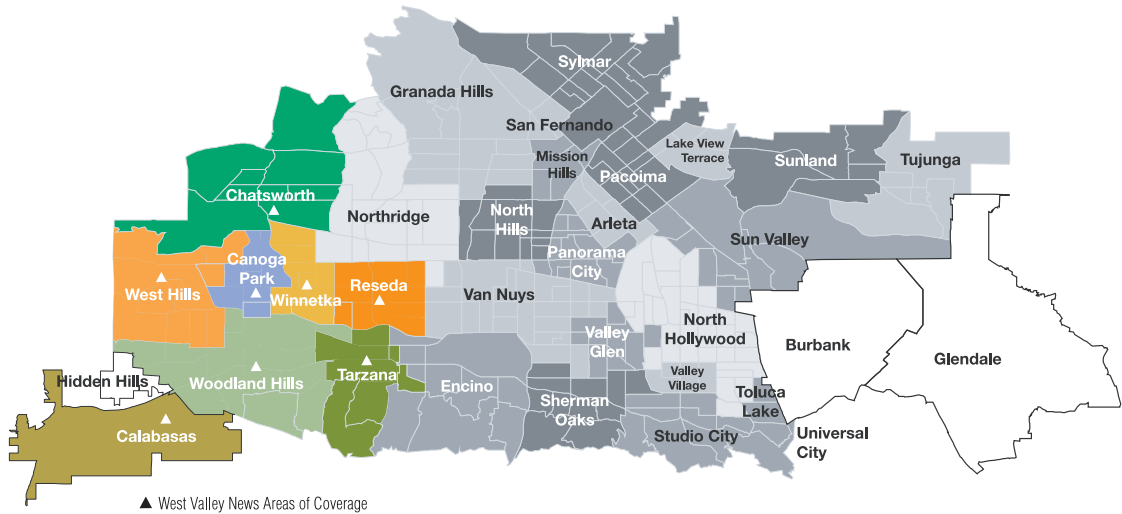
GUCCI
I-GUCCI COLLECTION

Luxury has arrived.

Cartier Jimmy Choo Kate Spade

Connecting Business & Community

The San Fernando Valley



Total Population **1,808,599**

Population by Region:

Northwest Valley	276,125
Northeast Valley	387,383
Southwest Valley	232,714
Southcentral Valley	275,417
Southeast Valley	327,928

Communities covered by West Valley News

Calabasas	23,644
Canoga Park	44,254
Chatsworth	41,379
Reseda	64,020
Tarzana	34,714
West Hills	42,405
Winnetka	50,594
Woodland Hills	70,541

<http://www.csun.edu/sfverc/Data/2004popbyage.html>

About the San Fernando Valley

The San Fernando Valley is bounded by the Santa Susana Mountains to the north and west, the Santa Monica Mountains to the south, and the San Gabriel Mountains to the east. It lies within Los Angeles County and includes the cities of: Burbank, Calabasas, Glendale, Hidden Hills, and San Fernando, as well as the Valley portion of the City of Los Angeles.

The Valley portion of the City of Los Angeles, which is roughly defined as the area north of Mulholland Boulevard and west of Barham Boulevard, comprises the largest part of the San Fernando Valley, accounting for approximately 80 percent of the Valley's population and 77 percent of its land area. The Los Angeles portion of the Valley is better known by its array of "named communities." At present, 27 "named" communities make up the Los Angeles portion of the Valley, including Universal City. None of these communities are legal entities; all are part of Los Angeles. The power to name a particular area rests with the Los Angeles City Council, and they exercise that power relatively often, carving newly named communities out of existing ones. In recent years, three new areas have been carved out and named—West Hills, Valley Village and Valley Glen. The Valley portion also accounts for an important and sizable part of the City of Los Angeles with 47 percent of its land area and 37 percent of its population.

Map and information courtesy of the Economic Alliance of the San Fernando Valley and California State University Northridge.

READERSHIP DEMOGRAPHICS



BUSINESS AND COMMUNITY



GENDER

Male	54%
Female	46%

AGE

25-39 Years	9%
40-59 Years	51%
60 Years Plus	40%

INCOME

Median Household Income	\$80,705
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EDUCATION

Bachelor's Degree or Higher	49%
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OCCUPATION

Management & Professional	51%
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INCOME SOURCE

Private Wage & Salary	80%
Self-Employed	12%
Other	8%

CIRCULATION DATA

Subscriber Renewal Rate	90%
Monthly Circulation	5,000
Monthly Readership	20,000

FEATURES LOCAL NEWS & EDUCATION



A Great Resource as a Community-Based Publication

The West Valley News is about building community and serving as a reliable resource of useful information for local small business owners and the community at large. Its editorial policy is to highlight the extraordinary things ordinary citizens and local businesses do to help their communities, especially in health care, education, retail, and community services. Any news having positive impact on the West Valley residential and business community, is covered on a regular basis.

The West Valley News is a good marketing vehicle for community outreach for local service providers, professionals, retail businesses, chambers of commerce, neighborhood councils, healthcare providers, small business services, small business banking and financing, consumer education, business resources education.

Community-Building Events Covered

- Calabasas Pumpkin Festival
- Canoga Park Saint Patrick's Day Celebration
- Clyde Porter Arts Day "Festival del Artista"
- Councilman Dennis Zine 4th of July Fireworks Extravaganza
- Dia de los Muertos Street Festival
- Taste of Encino
- Valley Cultural Center Concerts on the Green
- Valley of the Stars Canoga Park Memorial Day Parade
- West Hills Fall Fest
- Winnetka Oktober Festival

Non-Profits Events Covered*

- Annual Fernando Foundation Award
- Justice Armand Arabian Leaders in Public Service Awards
- The Z-Awards of Excellence
- United Chambers of Commerce Mayor's Day Luncheon
- Valley Village SHOWTIME!
- VICA selected events and others.

Grand Openings and Special Events

Covered when scheduling allows.

*Many other community events are covered when time and scheduling allows.



Serving:
 Calabasas
 Canoga Park
 Chatsworth
 Reseda
 Tarzana
 West Hills
 Winnetka
 Woodland Hills

sfv West Valley News BUSINESS & COMMUNITY

CONNECTING BUSINESS & COMMUNITY SINCE 2004

Call Today!



2011 ADVERTISING RATE CARD 1

The *West Valley News* is a community-based publication connecting business and community throughout the southwestern region of the San Fernando Valley. It's published monthly and distributed electronically, by mail to all active subscribers, and through more than 60 strategic, high-traffic, drop off locations in the West Valley. Now covering West Hills, Canoga Park, Chatsworth, Winnetka, Reseda, Tarzana, Woodland Hills and Calabasas.

Advertisers with commitments of 6-12 issues, receive a FREE business profile with photo. A value of \$250. Classified ads are not included in this offer. Circulation: 5,000 Readership: 20,000

Black & White Rates (See below for color charges).

Size	1X	3X	6X*	12X*	Full Color
Full Page	831	748	706	664	+260
1/2 Page	416	374	353	333	+130
1/3 Page	277	249	235	222	+87
1/4 Page	208	188	177	167	+65
1/6 Page	138	125	117	110	+45
1/8 Page	104	93	88	83	+33
1/16 Page (FC)	179	161	152	143	incl.
Business Card	55	50	48	47	NA
Per Col. inch	15	14	13	12	0.586
Advertorial	\$19 per col. inch				NA
Classified	1 col. x 1 in. \$108.00 for 6 months; \$189.00 for 12 months				

*FREE Business Profile with 6-12 Issue Advertising Agreement. Classified not included.

Mechanical Specifications		
SIZE	WIDTH	HEIGHT
Full Page	10.00 in.	15.25 in.
1/2 Page (H)	10.00 in.	7.25 in.
1/2 Page (V)	5.00 in.	15.25 in.
1/3 Page (H)	10.00 in.	5.00 in.
1/3 Page (V)	3.25 in.	15.25 in.
1/4 Page (H)	10.00 in.	3.75 in.
1/4 Page (V)	4.875 in.	7.25 in.
1/6 Page (H)	10.00 in.	2.25 in.
1/8 Page (H)	10.00 in.	1.75 in. (Inside Page)
1/8 Page (I)	4.875 in.	3.125 in. (Inside Page)
1/16 Page (H)	4.75 in.	1.875 in. (Front Cover)
Business Card	3.125 in.	2.00 in. B&W
Classified	3.125 in.	1.00 in. B&W

DROP-OFF LOCATIONS:

Abraham's Sweet Bakery
 AKidzDream Awards
 AMC Food Court
 Big Mo Sub Shop
 Calabasas Chamber of Commerce
 Canoga Auto Body
 Canoga Music
 Canoga Park Bowl
 Canoga Park Public Library
 Canoga Park Senior Center
 Chatsworth Train Station
 Chatsworth Public Library
 Corbin Bowling
 CRA/LA Reseda
 Dennis P. Zine District Office
 Fields Market West Hills
 Follow Your Heart
 Henri's Restaurant
 Hidden Chateau & Gardens
 Hilton Woodland Hills
 Ihop West Hills
 Jamba Juice Woodland Hills
 Madrid Theatre
 Marriott Warner Center
 Nico's Restaurant
 Pastries by Edie
 Pizza Plus Co.
 Platt Public Library
 Reseda Neighborhood Council
 Reseda Public Library
 Tarzana/Encino Public Library
 The Rack Woodland Hills
 The Sagebrush Cantina
 The West Hills Hospital
 TV Motion Picture Fund Center
 Weiler's Deli Canoga Park
 Westfield Promenade
 Westfield Topanga
 West Valley Playhouse
 Whole Foods Market WH
 Woodland Printing

And many others

Additional Charges

Full Page Back Cover (Position Premium) Add \$130
 Full Page Inside Covers (Position Premium) Add \$80
 Half Page Back Cover (Position Premium) Add \$60
 Four Color (Full Page) Add \$260
 Four Color (Half Page) Add \$130
 Four Color (Quarter Page) Add \$65
 Ad Design (Business Card Size) \$65
 Ad Design other formats Call for quote
 Ad Design with 1 Year Advertising Agreement FREE

Published by:
Crowe Marketing Design
 8378 Sale Avenue, West Hills, CA 91304

For advertising information contact:
 Ed Crowe
(818) 883-3374
 (818) 231-4454 Mobile
 (818) 883-9678 Fax
 edcrowe@crowemarketingdesign.com



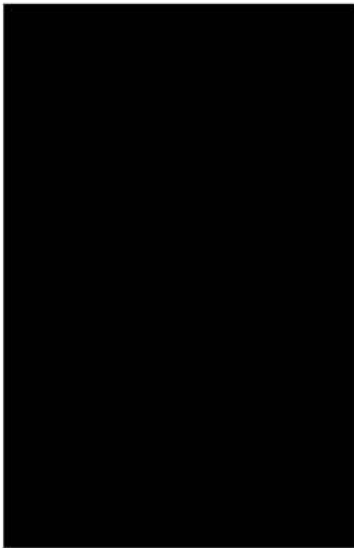
Deadlines

Space Reservation:
 Third Monday of the month or before
 Camera-ready art due:
 Third Friday of the month or before

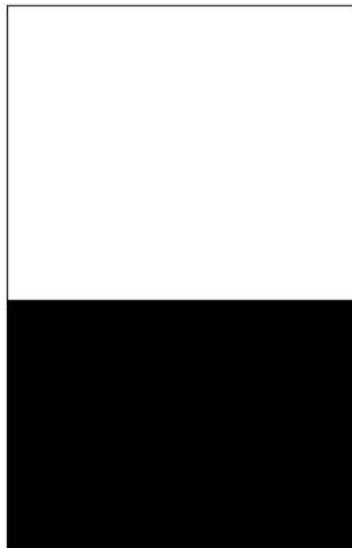
Digital Files

Acceptable formats: Press-ready PDF, EPS, JPEG.
 Image Resolution: 200+ ppi Grayscale or CMYK
 All fonts, logos, images must be included.

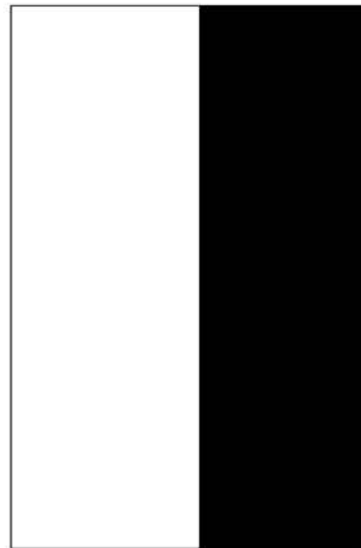
**"In good times,
 people want to advertise;
 in bad times, they have to."**



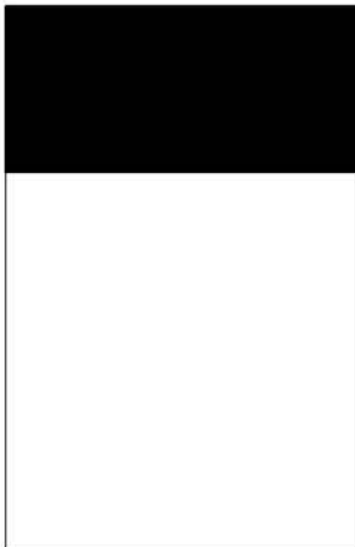
Full Page



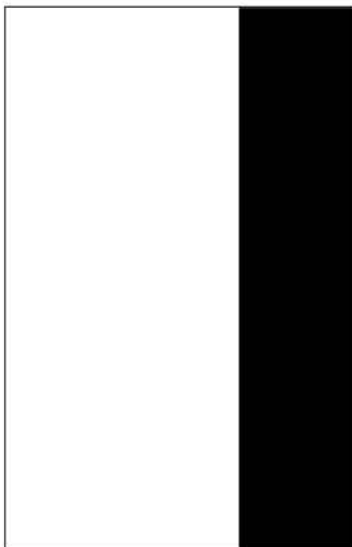
1/2 Page H



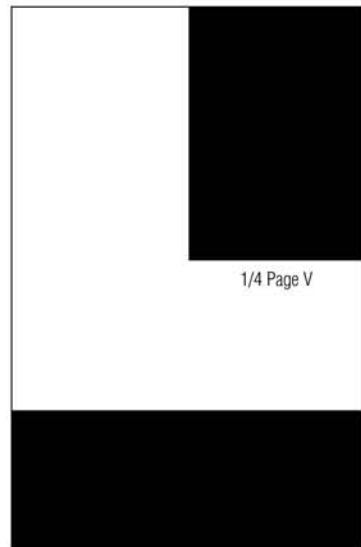
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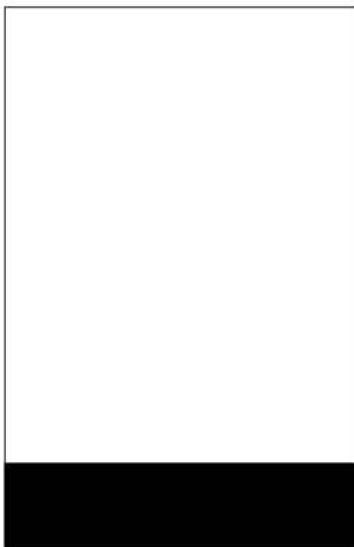
1/3 Page H



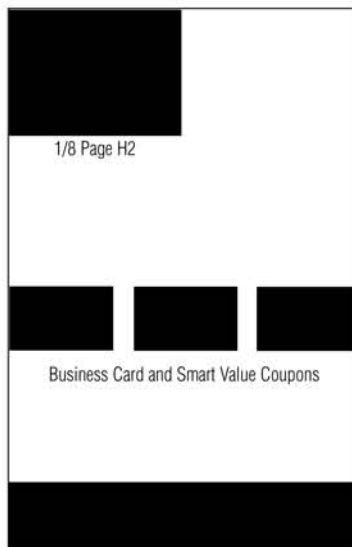
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1/4 Page H



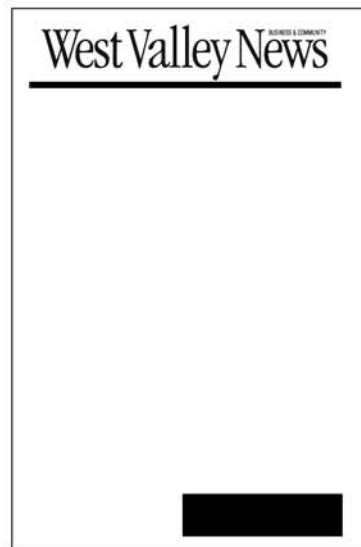
1/6 Page H



1/8 Page H2

Business Card and Smart Value Coupons

1/8 Page H



West Valley News BUSINESS & COMMUNITY

1/16 Page Front Cover

REGULAR FEATURES

People and Faces You Should Know



RICKEY'S WAY

Sensible Solutions by Rickey Gelb

Legends of the Valley

Anecdotes, Interviews,
Bits & Pieces about
West Valley History.



The Growth Coach

Weathering the Economic Storm

By Jonathan Goldhill

Community News/Calendar

Valley Arts & Culture



CLASSIFIED

BUSINESS & OTHER SERVICES