CITYWATCH www.citywatchLA.com

CITYWATCH PROFILE

CityWatch is LA's opinion, news and information website and newsletter. CityWatch reports and provides perspective on the issues that face us in Los Angeles at the neighborhood level. Our mission is to promote and facilitate civic engagement and neighborhood empowerment, and to hold area government and its politicians accountable. We have a staff of expert journalists who report on what's important to our community each week.

CityWatch is a multi-media website (text, audio/video) updated 24/7 on www.citywatchla.com and via e-blast twice weekly direct to over 89,000+ opt-in subscribers. Our subscribers are among the most influential people in the city (politicos, developers, unions, business leaders, and everyday stakeholders). They are interested in a growing LA and are actively involved at the rate of 3,360,000 hits per month on citywatchla.com.

CITYWATCH PRINCIPALS AND STAFF

CityWatch was founded in September of 2003 by Mark Siegel and Ken Draper.

Ken Draper has a lengthy professional background in media and communications. He worked as managing consultant for Westinghouse Broadcasting Company's chain of all news properties and Executive Editor of KFWB All News Radio, he has written for the Chicago Sun Times (among many) and created the Newsletter Network.

Writers, columnists and contributors are selected for CityWatch based on three principles: professional background, expertise on the subject matter or value and clarity of the article submitted is such that it allows exemption from the first two.

All accepted journalistic standards apply at CityWatch.

CITYWATCH

www.citywatchLA.com

CITYWATCH READERS

AGE

24 yrs and under	3%
25-44 yrs	27.2%
45-64 yrs	54.6%
65 + yrs	12 %

CULTURAL BACKGROUND

Caucasian	55.5%
Hispanic	24.2%
African Am	13.8%
Asian	4.4%
Other	2.1%

EMPLOYMENT

Fulltime	71.1%
Part time	7.3%
Retired	17.8%
Non-employed	2.7%
Students	2.1%
Homemaker	3.6%

EDUCATION

Less than High School Diploma	7%
High School Diploma	5.2%
Some College, No Degree	15.9%
Associate Degree	10.3
Bachelor's Degree	30.2%
Graduate or Professional Degree	37.7%

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CITYWATCH READER INCOME LEVELS

$20,000 - $49,999	17.4%
$50,000 - $99,999	32.2%
$100,000 - $174,999	35.3%
$175,000 plus	15.5%

*(Information based on research provided by the Social Research Center at Cal State Fullerton University-October, 2007.)

CITYWATCH STATISTICAL PROFILE

o   CityWatch online averages 126,000 hits per day

o   CityWatch online averages 3,360,000 hits per month

o   CityWatch e-blast goes to 89,000 opt-in subscribers twice weekly

** (Information compiled from usage reports by Webalizer Inc. – March, 2013)

Arroyo Seco Neighborhood Council
Atwater Village Neighborhood Council
Bel Air-Beverly Crest Neighborhood Council
Boyle Heights Neighborhood Council
Canoga Park Neighborhood Council
Central Hollywood Neighborhood Council
Central San Pedro Neighborhood Council
Chatsworth Neighborhood Council
Coastal San Pedro Neighborhood Council
Del Rey Neighborhood Council
Downtown Los Angeles Neighborhood Council
Eagle Rock Neighborhood Council
Emp. Congress Central Area Neighborhood Dev. Council
Emp. Congress North Area Neighborhood Dev. Council
Encino Neighborhood Council
Foothill Trails District Neighborhood Council
Glassell Park Neighborhood Council
Granada Hills North Neighborhood Council
Granada Hills South Neighborhood Council
Grass Roots Venice Neighborhood Council
Greater Cypress Park Neighborhood Council
Greater Echo Park Elysian Neighborhood Council
Greater Griffith Park Neighborhood Council
Greater Toluca Lake Neighborhood Council
Greater Valley Glen Council
Greater Wilshire Neighborhood Council
Harbor City Neighborhood Council
Harbor Gateway North Neighborhood Council
Historic Cultural Neighborhood Council
Historic Highland Park Neighborhood Council
Hollywood Hills West Neighborhood Council
Hollywood United Neighborhood Council
Lake Balboa Neighborhood Council
Mar Vista Community Council

Mid City Neighborhood Council
Mid City WEST Community Council
Mid Town No. Hllywd Neighborhood Council
Mission Hills Neighborhood Council
Neighborhood Council Valley Village
North Hills West Neighborhood Council
Northridge East Neighborhood Council
Northridge West Neighborhood Council
Northwest San Pedro Neighborhood Council
Olympic Park Neighborhood Council
Palms Neighborhood Council
Park Mesa Heights Community Council
Pico Neighborhood Council
Porter Ranch Neighborhood Council
Rampart Village Neighborhood Council
Reseda Neighborhood Council
Sherman Oaks Neighborhood Council
Silver Lake Neighborhood Council
South Central Neighborhood Council
South Robertson Neighborhoods Council
Studio City Neighborhood Council
Sunland-Tujunga Neighborhood Council
Sylmar Neighborhood Council
Tarzana Neighborhood Council
United Neighborhoods of Historic Arlington Heights
Van Nuys Neighborhood Council
West Adams Neighborhood Council
Westchester/Playa del Rey Neighborhood Council
West Hills Neighborhood Council
West L.A. Neighborhood Council
Westside Neighborhood Council
Wilmington Neighborhood Council
Winnetka Neighborhood Council
Woodland Hills-Warner Center Neighborhood Council

www.citywatchLA.com

Home Page

LA Elections 2013

LaborVue

Plus, CityWatch devotes resources to **Neighborhood** coverage, **Prime Time** for Los Angeles boomers, **BeGreen**, **Climate Change**, **Deals & Discounts**, and more.

CITYWATCH

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THE INFLUENCER

If you are looking to reach Los Angeles' influencers, CityWatch offers advertisers a multi-level advertising package designed to introduce your product to our web and database subscribers. The package also includes a press release component that will disseminate your message to other web and news organizations. The package includes:

- Island Quarter (integrated into home page)
- Island Quarter (integrated into each story page)
- Island Quarter 2x weekly to the CityWatch full database

Monthly Cost: $625

* includes 15% discount

THE COMMUNICATOR

If you want to tell the story behind the story about your organization, CityWatch offers advertisers a multi-level advertising package that is designed to communicate multiple messages. The package includes:

- An advertorial on CityWatch home page and second page (copy as supplied by client)
- A Full horizontal banner ad on story pages
- A Full horizontal banner ad on CityWatch e-blast 2x weekly to 70,000 subscribers
- 1 Video interview (produced by CityWatch) and on-demand in the media section of the site

Monthly Cost: $792
Video charges additional

* includes 15% discount

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THE FLEX WINDOW

The Flex-Window may be CityWatch's most innovative advertising package.   It's like having your own mini-website on our home page immediately adjacent to our lead stories. Our most valuable space.

The Flex-Window is a video, it's an ad, and it's a PR story. It's all those things and it's all under your control. And, it's changeable at a moment's notice depending on your needs.

Some customers will use it to launch their own mini-TV channel with daily-hosted reports. Others will use it to make sure their voice is heard in front of LA's most influential stakeholders; At last count, over 70,000 subscribers and growing.

You provide the video, ads and stories. Or, for an extra charge, we can do all that. Ask your CW rep for more details about this exciting new concept for the Internet. The package includes:

- A flex-window is the size of an Island Quarter (medium rectangle)
- A mini-banner is attached to the bottom of the flex-window for links and partners
- The ability to post copy, videos, ads, etc. on a daily basis at no charge
- Mirror placement of videos on the CityWatch/youtube partner page
- A Full horizontal banner ad in each CityWatch e-blast during the term of contract

Monthly Cost: $1500
12-Month Package: $15,300*

* Includes 15% discount

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	1 month	3 months	6 months	12 months
Skyscraper [160 x 600 px]	$750	$2,125	$4,025	$7,650
Island Quarter – Med Rectangle [320 x 250 px]	$750	$2,125	$4,025	$7,650
Two Column Banner [630 x 60 px]	$435	$1,245	$2,350	$4,425
Leaderboard* [728 x 90 px]	$750	$2,125	$4,025	$7,650
One half Skyscraper [160 x 300 px]	$375	$1,200	$2,200	$3,900
One third Skyscraper [160 x 200 px]	$275	$745	$1,500	$2,678
Flex Header [320 x 30 px]	Part of flex package			
Flex Footer 320 x 60 px]	Part of flex package			
Custom packages	Upon request	Upon request	Upon request	Upon request

*Leaderboard NOT available on home page (only secondary pages).

--Animated banners: .gif, .swf
--Flash banners: .swf
--Static banners: .jpg, .gif, .png