

# LW WEEKLY

The LW Weekly is the **ONLY** newspaper delivered to all 6,800 homes in the thriving adult community of **LEISURE WORLD SEAL BEACH**

Leisure World Seal Beach is home to 9,000 residents ranging in age from 55 to 110 years of age, who need the goods and services your business provides.

This active senior adult community boasts an official hometown newspaper featuring advertisers residents trust and patronize.

The LW Weekly is the best way to deliver your advertising message.

- Prints and circulates 7,500 newspapers a week
- Doorstep delivery to all 6,808 households within Leisure World (9,000 residents)
- 500 papers delivered to multiple on-site locations and outlets at Seal Beach Village Shopping Center
- Available online at [lwsb.com](http://lwsb.com) and [lwweekly.com](http://lwweekly.com)

Additional advertising opportunities include:

- Community Guide and Telephone Directory
- Community Map
- Minibus Guide to help residents maximize transportation options

September 21, 2023

**LW WEEKLY**

BECAUSE YOUR HEARING MATTERS. We Offer You a Day Money-Back Guarantee. 75% Off Hearing Aids. Account Specialists. (562) 608-1003. 2999 Westminster Ave., Suite 104, Seal Beach

LEARN HOW TO PREPARE FOR AN EMERGENCY. See page 18.

ORANGE COUNTY WANTS TO HEAR FROM SENIORS IN NEW SURVEY. See page 3.

AMPHITHEATER SURVEY: SHARE YOUR THOUGHTS. See page 16.

Arts 14 | Classifieds 28 | Community 18 | Government 5 | Health 8 | Obituary 21 | Perspectives 4 | Puzzles 6 | Religion 22 | Sports 10

**EMERGENCY PREPAREDNESS**  
Seal Beach will test emergency alert system today

The City of Seal Beach will test its emergency mass notification system, AlertOC, today Sept. 21, with a test emergency alert that will be sent to residents' mobile devices and home phones.

The test will replicate a large-scale, multi-jurisdictional emergency requiring thousands of numbers to be called simultaneously across Seal Beach. This is the 13th annual regional test of the system and will include Orange County as well as the county's unincorporated areas.

**ALERT, page 3**

**GATE ACCESS**  
RFID distribution goes off without a hitch

A line of cars moved quickly through the 1.8-acre site on Sept. 18.

may cause a noticeable delay. With the RFID tagging process now underway, Security reports short wait times as residents queue up at the 1.8-acre site in accordance with a Mutual-by-Mutual schedule (see page 2) to get a tag placed on a front headlight.

The longest wait time so far is about 25 minutes, with the first hour of distribution being the most congested. RFID tags are part of Leisure World's new gate access system that will significantly heighten security in LW Security Director Victor Rocha emphasized that RFID tags

**RFID, page 2**

**St. Andrews Gate Detour**

The 2023 GRF Paving Project will continue with the paving and slurry of five more streets, including Twin Hills Drive, South Fairfield Lane, Fresh Meadows Lane, Kenwood Road and St. Andrews Drive (outside of gate).

People are encouraged to avoid St. Andrews Drive today, Thursday, Sept. 21, and Friday, Sept. 22, due to continuing street repairs. The exit lane is closed.

Pedestrians and drivers should proceed with caution and adhere to traffic controls on and near streets that are being paved.

**Mutual-by-Mutual distribution will continue into November**

Since last week, the GRF Security Department has distributed hundreds of radio frequency identification (RFID) tags at the 1.8-acre site in its quest to make sure every person with a valid Leisure World ID will have one vehicle registered during this initial roll out in September and October.

It is important to note that after Jan. 1, 2024, people will not be able to use decals to gain entry into the community. People must have an RFID tag on their vehicle or show a valid Leisure World ID to enter. Without an RFID tag or a Leisure World ID, it could delay entry into Leisure World. Decals are still important, as they are used by the Mutuels to ensure that people are authorized to park in carports.

Without one of those two forms of identification, people will be required to pull over and wait for GRF Security staff to verify their identity, which

**PRESCRIPTIONS**

The CVS Pharmacy located in Rossmoor will no longer offer prescriptions inside Leisure World. See page 3 for alternative options, such as mail delivery or transportation to Leisure World's incoming pharmacy provider, iCare.

**WILDLIFE**

Three coyote traps set in LW

The GRF has hired All City Animal Trapping to set traps for coyotes due to a large number of sightings and unverified reports of coyotes threatening unleashed dogs in Leisure World.

Three traps were set on Sept. 19 in various locations on trust property where coyotes have been repeatedly seen.

The traps are humane cages, and residents are asked to leave them alone. A licensed, professional will handle the removal of traps and coyotes.

All City Animal Trapping is a family-owned and operated business specializing in humane animal trapping and removal services. It has more than 20 years of experience.

**COMMUNITY MAP**

www.lwsb.com

OLDEN RAIN FOUNDATION, LEISURE WORLD, SEAL BEACH, CA | [WWW.LWSB.COM](http://WWW.LWSB.COM) | [WWW.LWEEKLY.COM](http://WWW.LWEEKLY.COM)



**2023/24** Leisure World  
**Community Guide & Telephone Directory**

**LW**

**Community Map**

www.lwsb.com

Official Publication of the Golden Rain Foundation.

GRF



**2022** Leisure World Seal Beach  
**MINIBUS**  
Includes Updated Schedules, Maps and Routes

**Order/Final Creative Cutoff - Non-Holiday Weeks:**  
4:00 p.m., Thursday preceding issue date

**Submission Requirements:** Minimum 300 DPI  
CMYK or BW (No RGB or PMS) - PDF Format

### STANDARD SIZE - BLACK & WHITE ADVERTISING RATES (Cost per Ad Issue)

Ad Sizes Width x Inch Depth	1-Time	4-Times	12-Times	26-Times	52-Times
<b>1/8 Page</b> 3.9"w x 5"d	\$165.00 (+\$50 color)	\$150.00 (+\$50 color)	\$137.00 (+\$50 color)	\$124.50 (+\$50 color)	\$113.50 (+\$50 color)
<b>1/4 Page</b> 5.94"w x 7.75"d	\$360.00 (+\$50 color)	\$328.80 (+\$50 color)	\$298.80 (+\$50 color)	\$272.40 (+\$50 color)	\$242.40 (+\$50 color)
<b>1/2 Page</b> - Horizontal: 10"w x 7.75"d - Vertical: 7.97"w x 10"	\$548.00 (+\$100 color)	\$498.00 (+\$100 color)	\$454.00 (+\$100 color)	\$404.00 (+\$100 color)	\$372.00 (+\$100 color)
<b>Full Page</b> 10"w x 15.75"d	\$980.44 (+\$200 color)	\$893.81 (+\$200 color)	\$795.38 (+\$200 color)	\$732.38 (+\$200 color)	\$669.38 (+\$200 color)

### REAL ESTATE DISPLAY - BLACK & WHITE ADVERTISING RATES (Cost per Ad Issue)

Ad Sizes Width x Inch Depth	1-Time	4-Times	12-Times	26-Times	52-Times
<b>Single Vertical Strip</b> 1.86"w x 7.75"d	\$128.26 (+\$50 color)	\$116.25 (+\$50 color)	\$106.18 (+\$50 color)	\$96.49 (+\$50 color)	\$85.13 (+\$50 color)
<b>Double Vertical Strip</b> 3.9"w x 7.75"d	\$256.53 (+\$50 color)	\$212.35 (+\$50 color)	\$192.98 (+\$50 color)	\$175.93 (+\$50 color)	\$156.55 (+\$50 color)
<b>Half Page</b> 10"w x 7.75"d	\$581.25 (+\$100 color)	\$482.44 (+\$100 color)	\$439.81 (+\$100 color)	\$391.38 (+\$100 color)	\$360.38 (+\$100 color)
<b>Full Page</b> 10"w x 15.75"d	\$980.44 (+\$200 color)	\$893.81 (+\$200 color)	\$795.38 (+\$200 color)	\$732.38 (+\$200 color)	\$669.38 (+\$200 color)

### PROFESSIONAL DIRECTORY 10-week minimum booking

<b>Single:</b> 3.22"w x 2"d	\$30 per week   \$300 subscription booking
<b>Double:</b> 3.22"w x 4.176"d	\$60 per week   \$600 subscription booking

### SPECIALTY OFFERINGS

<b>Front Page Banners</b> Weekly Rates	<b>Topper = \$350.00</b> 3"w x 1.5"h	<b>Bottom = \$700.00</b> 10"w x 1.5"h	<b>Left Vertical = \$400.00</b> 2.32"w x 3.5"h
<b>Inserts</b> Weekly Rates	7.5K units @ \$750.00. Client prints and delivers to our publishing house.		
<b>Minibus Signs</b> 6 month minimum	4 signs @ \$300.00 per month. Client prints and we install. 44" w x 22"h		

**Contact: (562) 472-1274 • jenl@lwsb.com**

For Classified Ads, please contact Debbie Kim • (562) 431-6586, ext. 383 • debbiek@lwsb.com 041624

QUARTER PAGE STANDARD  
5.94"w x 7.75"d

1/8 PAGE STANDARD  
3.9"w x 5"d

HALF PAGE HORIZONTAL STANDARD  
10"w x 7.75"d

FRONT PAGE  
BANNER  
LEFT VERTICAL  
2.32"w x 3.5"d

FRONT PAGE BANNER  
TOPPER  
3"w x 1.5"d

FRONT PAGE BANNER  
BOTTOM  
10"w x 1.5"d

HALF PAGE VERTICAL STANDARD  
7.97"w x 10"d

PROFESSIONAL  
DIRECTORY SIZES

SINGLE  
3.22"w x 2"d

DOUBLE  
3.22"w x 4.176"d

REAL ESTATE  
SINGLE  
VERTICAL  
STRIP  
1.89"w x 7.75"d

REAL ESTATE  
DOUBLE VERTICAL STRIP  
3.9"w x 7.75"d

REAL ESTATE  
HALF PAGE  
10"w x 7.75"d

STANDARD SIZE AND REAL ESTATE  
FULL PAGE  
10"w x 15.75"d