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 Word (9,000 residents)
- 500 papers delivered to multiple on-site locations and outlets at Seal Beach Village Shopping Center
- Available online at lwsb.com and lwweekly.com

Additional advertising opportunites include:
- **Community Guide and Telephone Directory**
- **Community Map**
- **Minibus Guide to help residents maximize transportation options**

GRF
2023/24 Leisure World
Community Guide & Telephone Directory

LW
Community Map
www.lwsb.com
Official Publication of the Golden Rain Foundation.
GRF

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

041624

LW WEEKLY

2024 RATE CARD

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

Submission Requirements: Minimum 300 DPI
CYMK 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
1/8 Page 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)
1/4 Page 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)
1/2 Page - 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)
Full Page 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
Single Vertical Strip 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)
Double Vertical Strip 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)
Half Page 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)
Full Page 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

Single: 3.22"w x 2"d	$30 per week ⎮ $300 subscription booking
Double: 3.22"w x 4.176"d	$60 per week ⎮ $600 subscription booking

SPECIALTY OFFERINGS

Front Page Banners Weekly Rates	**Topper = $350.00** 3"w x 1.5"h	**Bottom = $700.00** 10"w x 1.5"h	**Left Vertical = $400.00** 2.32"w x 3.5"h
Inserts Weekly Rates	7.5K units @ $750.00. Client prints and delivers to our publishing house.		
Minibus Signs 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
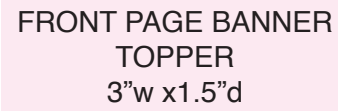
QUARTER PAGE STANDARD
5.94"w x 7.75"d

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 x1.5"d

FRONT PAGE BANNER
BOTTOM
10"w x1.5"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