

Culver City Times

The News & Social Network for Culver City, the Best City in LA

The best coverage of Culver City

CulverCityTimes.com is the online news publication dedicated to Culver City, one of the best cities in Los Angeles. Founded in April 2011, the *Culver City Times* already has 75,000 page views and attracts nearly 10,000 unique views a month.

Not just a newspaper

The website is much more than your traditional newspaper. This is news for Culver City by the people who call this city home. The *Culver City Times* combines professional journalism with an engaged audience who participate in the process.

Instead of just reading about their city, our readers are involved. They want to know how to support their local community, share their knowledge and celebrate why they choose to live here.

With daily photography, extensive coverage of cultural events and lifestyle stories, *Culver City Times* celebrates all that is cool, colorful and fun about this city.

Engaged readers who care

Registered members – people who live, play and work in Culver City, as well as the businesses that serve them – have a profile page. Your message is more effective and your image enhanced in a trusted receptive environment.

Professional, local, innovative

Created by a professional journalist and a professional writer who resides in Culver City, the *Culver City Times* brings readers news and information about their community.

Founder and managing editor Justin Scupine has worked as a professional writer for more than 20 years. He grew up visiting his grandmother in Culver City every weekend, and has lived in Culver City himself for more than 10 years.

His daughters attended El Marino Elementary and now attend Culver City High School. He has an MBA from USC, once came in third place on Jeopardy! and is a published poet.

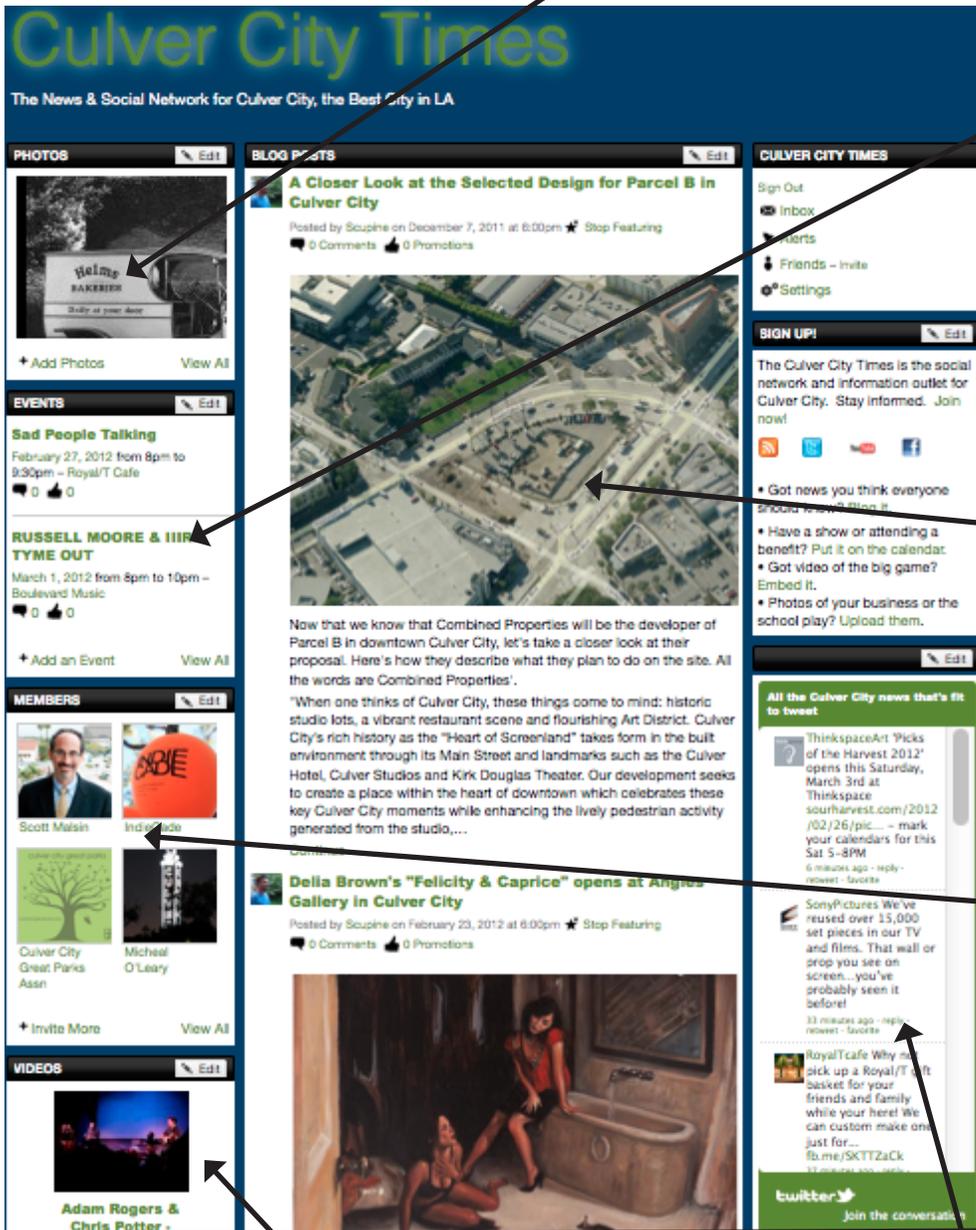
Founder and publisher, Eddie North-Hager spent 15 years as a newspaper reporter at daily publications across the West.

After five years as a city reporter at the Daily Breeze, Eddie became an Associate Director of Media Relations at the University of Southern California, where he also earned his master's degree in Communication Management through the USC Annenberg Program in Online Communities. Eddie oversees five other online communities and news outlets for underserved communities in Los Angeles.

The Culver City Times is like Facebook, but for Culver City.

Photos can be uploaded from a cell phone while on the fly or from your desk.

Professional journalists curate content. The best is featured on the front page.



The events calendar is a virtual town square to find out what's going on in your neighborhood.

Everyone can read the website, but registered members have added benefits.

The best of the blog is featured on the front page.

Invitations to the best community-oriented activities sent to every member.

Community members have a profile page so they can get to know their neighbors better.

Content created by professional journalists and community members.

Videos highlight life in Culver City.

Large followings on other social networks, such as Twitter and Facebook.

Title sponsor - appears on each page - \$1,000 per month - 980 picas by 75 picas

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Lead sponsor - on each page - \$700 per month - 980 picas by 75 picas

Menu bar - one-click to your page - on each page-\$400- up to 14 characters

**Left column,
Front page, above
Events \$350 -
220x220**

Featured
Events

**Left column lower
Front page
\$200 - 220x220**

**Center column, above featured
content on front page - \$400
490x125**

Featured blog posts, stories and
content

**Center column, above featured
content on front page - \$400
490x125**

**Personal
navigation box -
email. messages**

**Right column top
Appears on every
page
\$400 - 220x300**

**Right column
lower
Front page
\$250 - 220x220**

Footer - appears on every page - \$300 - 982 picas by 150 picas

Engaged Audience – There are two types of people on *Culver City Times*: Those who live in Culver City or those coming to Culver City. Both are looking for things to do, places to go in Culver City.

Nimble – Change your ad as often as you like to reflect what's happening in real time.

One Click Navigation – With the click of the mouse, customers print a coupon or visit your website (Unlike with print, TV or radio ads)

Social Media – Plugged into Twitter, Facebook and all the latest apps. We can leverage our networks and pages to help you take advantage of these resources.

Products – Opportunities for every budget to fulfill the goals of any campaign.

- **Premium full-site sponsorship** – On the front page and every page in the spot where people look first.
- **Sponsor a post** – A message inside specially selected content, whether a blog post, the Facebook wall or a Tweet.
- **Send a special invitation** – Hosting a special event, a grand opening or service, let members know with a site-wide message.
- **Discount front-page ads** – Readers flock to the front page because of new content daily. That's where your business is featured. Share a spot with like-minded businesses at a discount.
- **Citywide placement** – Special packages are available for the greater Los Angeles area.

Powered by Professional Promoters – Helmed by two writers now working in communications and social media.

Altruistic Benefits – An audience that appreciates businesses that provide opportunities to shop, eat and support their community.

Niche – Reach Culver City and those who care about Culver City.

Targeted – Your business benefits even when people aren't searching for your business name or your product through search engine optimization.

Networks – While the focus is local, the benefit is citywide. The *Culver City Times* is part of a Los Angeles area network of linked hyperlocal sites.