

“The most effective ads don’t sell, but they do make people buy by keeping the brand alive in their mind.”

— Ian Tuttle, Financial Times

With attitude, style and snap, *Orange County Breeze* delivers news of our core communities — Cypress, Los Alamitos, Rossmoor, and Seal Beach plus Los Alamitos Joint Forces Training Base and Seal Beach Naval Weapons Station. As we are able, we also cover news in immediately neighboring communities: Long Beach, Cerritos, La Palma, Buena Park, Stanton, Westminster, and Huntington Beach.

No other news source — online, on air or on paper — offers more local coverage on the people, issues and events in northwest Orange County!

Every day, subscribers to our *Daily Overnight News Summary (DONS)* wake up to check the weather, scan a summary of overnight news — and see and *act on* display ads embedded in that feed.

Every day, thousands of visitors to our website *oc-breeze.com* read articles, view display ads, and click through to an online site hand-picked by the particular advertiser — a homepage, a landing page, a Facebook page.

Everyday, thousands of visitors check our *AWESOME community calendar* and our *ASTOUNDING local historical almanac* for information on upcoming local events or interesting historical happenings. The calendar and almanac are integral parts of our flagship website *oc-breeze.com*.

Every month, our *Dining, Arts & Entertainment guide (DARTS)* is refreshed with dozens of local events and made available to the thousands of daily visitors to our website.

Periodically, we publish our *Sidecar podcast*, discussing local topics and interviewing interesting people. Professionally produced right here in Cypress with technical wizardry supplied by Creative Media Recording!

Revision 20200509

2020 Media Kit

Orange County Breeze

*News & Lifestyle publications
profiling people, places, things and events.*

Advertising opportunities and benefits

- Three ad sizes at flagship news site *oc-breeze.com*, with ads appearing on every page every time a page is viewed!
- Four positions available — above the news item listing, within it, below it, or on the right siderail — available in DONS!
- Purchase a date in our almanac that is meaningful to you — the day your business opened, your wedding anniversary, a holiday.
- Four sizes of display ad available in DARTS (cover photo also available) — available forever in our online and downloadable archive!
- A 15 to 30 second spot on our Sidecar podcast. You produce the spot, or we'll create one for you at no extra charge!

“A new study on viewability conducted by InSkin Media, Research Now, and Sticky found that in order to ensure gaze times over one second, an ad needs to be on the screen for at least 26 seconds. The ad needs to be on screen for 33 second to hit over two seconds of gaze time, and 44 second to reach over four seconds of appreciation.”

— Philip Rosenstein, Real Time Daily

*The latest analytics review shows 194,600 unique visitors monthly
for oc-breeze.com.*

— Cloudflare (load-balancing software)

www.oc-breeze.com



Orange County Breeze
P.O. Box 1132
Los Alamitos, CA 90720-1132
562-493-1500

See geographic footprint of instate online readers on next page. Google Analytics is used to track website and online advertising performance.

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Why market beyond social media?

When we talk with small business owners about how they are marketing and promoting their business, oftentimes the first marketing channel mentioned is some variety of online social media.

“We have devoted customers on Facebook,” they say — or Instagram, or Twitter. “Why should we pay for advertising to a general audience?”

A recent article by Ian Tuttle at the *Financial Times* answers that question:

At the risk of being labelled Luddite, [ad industry contrarians] suggested that although the internet has changed how the game is played, it has not changed its fundamental rules: mass marketing works; fame works; emotion works — and “legacy media”, especially TV, still do all of this better than the new.

Why? Because:

...brands can’t get bigger on the back of loyal customers. Applying a statistical analysis to sales data, he demonstrates that the majority of any successful brand’s sales comes from “light buyers”: people who buy it relatively infrequently.

...loyalty programmes, says [Professor Byron Sharp, of the Ehrenberg-Bass Institute at the University of South Australia], “do practically nothing to drive growth”.

...advertising must somehow gain the attention of people who are not interested in it, have never bought it, or who bought it so long ago they can’t remember — so that when they are ready to buy, it automatically springs to mind. In the wastage is the value.

DARTS Ad space reservation schedule and submission deadlines (cont’d)

Issue	Dates and Deadlines
Jun 2020	Published the week of Sunday, May 24 Ad space reservation deadline Friday, May 15 Materials submission deadline Monday, May 18
Jul 2020	Published the week of Sunday, June 28 Ad space reservation deadline Friday, June 19 Materials submission deadline Monday, June 22
Aug 2020	Published the week of Sunday, July 26 Ad space reservation deadline Friday, July 17 Materials submission deadline Monday, July 20
Sep 2020	Published the week of Sunday, Aug. 30 Ad space reservation deadline Friday, Aug. 14 Materials submission deadline Monday, Aug. 17

What formats do people prefer?
According to a survey conducted by *Target Marketing* during the summer of 2017, the two formats that people most prefer for information online are articles (like those we publish at oc-breeze.com) and pdfs (the format of the our downloadable and printable monthly *Dining, Arts, and Entertainment guide (DARTS)* and its weekly puzzle pages). This makes sense. Those formats allow people to read at their own pace and on their own schedule, even reading repeatedly. And your ad will be there right beside the articles.



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2020 online advertising rates

Website oc-breeze.com

size	per month
banner (468px x 60px)	\$110
leaderboard (728px x 90px)	\$165
skyscraper (300px x 600px)	\$330
tile (300px x 250px)	\$195

Daily overnight email news summary

size	per month
banner (400px x 60px)	\$110
leaderboard (600px x 90px)	\$165
skyscraper (300px x 600px)	\$330
tile (300px x 250px)	\$195

Monthly DARTS (including puzzle pages)

size	per month
full page (10.15in x 7in)	\$475
half page (5in x 7in)	\$260
quarter page (5in x 3.5in)	\$150
eighth page (2.4in x 3.5in)	\$85

Sidecar podcast (15 to 30 second spot)

15 to 30 second spot	\$195
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Note: sizes are given as width x height.



Our online geographic footprint is generated by Google Analytics.

A whitepaper by **Forrester Research** reports that your customers are blending online and offline purchase activity. *Clicks-and-bricks are uniting* as online research leads to on-site purchases. Make finding your business or service online easier, and taking that first online step towards purchase smoother, by advertising with *Orange County Breeze!*

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Prepress guidelines

Orange County Breeze is a Macintosh-format computer-to-plate environment. Quark Xpress is the primary layout program. Print-ready PDF and Quark Xpress documents are the preferred material formats. All files will pass through a pre-flight check to confirm that all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charge). To minimize problems, please read and follow the guidelines below.)

Digital file requirements

We accept the following digital file formats: PDF, TIFF or JPEG images. High-resolution files of at least 300 dpi are required. Please package or collect all support files, including photographs and fonts. Convert all PMS spot colors used in any application to CMYK.

Images

All images must be submitted (grayscale or CMYK) as native Photoshop PSD, JPEG, or TIFF at 300 dpi. Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility. Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

Digital file requirements

Print-ready PDF files are acceptable only if they meet size, color and resolution requirements as detailed in the image section above.

Proof policy

A content proof is required for all ads. A content proof can be provided as either a hardcopy print or a low-resolution JPEG file. A JPEG content proof file should be clearly labeled "Proof" to differentiate it from the high-resolution ad file. All content proofs must be generated at 100% and include crop marks.

Notes

- All rates are net per insertion
- Guaranteed placement add 20%
- First-time advertisers must prepay for their first ad
- Creative ad design is included at no extra charge

Contract information

- No frequency discounts
- Cancellations must be received in writing one week prior to space reservation deadline
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned

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Contact information

All questions regarding advertising should be directed to ads@oc-breeze.com.

Delivery information

Ads may be submitted in any of the following ways:

- Mail/overnight delivery directed to Advertising Department, Orange County Breeze, 11110 Los Alamitos Blvd., #211, Los Alamitos, CA 90720. Be sure to include a suitable content proof.
- Email (not to exceed 5 MB in size)

Please check with our advertising department to receive prior approval before sending your ad via email. Proofs are still required for electronically submitted ads. (See proof policy above for requirements.) A JPEG file may also be supplied as a content proof, but must be clearly labeled as such.

Copyright

All advertising designed by Orange County Breeze is copyrighted and may not be transmitted, copied or used elsewhere in any form without the written permission of Orange County Breeze.

- Publisher shall not be liable for damages as a result of an advertisement failing to be published
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

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