2019 MEDIA KIT
STRATEGIC BRANDING OPPORTUNITIES IN PRINT & ONLINE
The Sentinel is an African-American owned newspaper that places emphasis upon issues that concern the African-American community and its readers. It is a highly regarded and widely perused paper that significantly influences the perceptions, attitudes and buying decisions of its readership. It was established in 1933 by Col. Leon H. Washington and in its 85 plus years of existence, the Los Angeles Sentinel has been the recipient of hundreds of professional and community service awards. The Los Angeles Sentinel is a member of the CBC.

It is a member of the National Newspaper Association, The National Newspaper Publishers Association, and The California Newspaper Publishers Association. Mrs. Ruth Washington (the late Col. Leon H. Washington’s wife) was the publisher until her death in 1990. Attorney Kenneth R. Thomas, Publisher/CEO (1990-1997) and his wife Jennifer Thomas, President/CEO (1997-2004), purchased the newspaper in 1983. Upon Mr. Thomas’s death in 1997, leadership of the newspaper was assumed by Jennifer Thomas until 2004.

In March 2004, the Bakewell family purchased the Los Angeles Sentinel. Danny J. Bakewell, Sr., a renowned and successful real estate developer, businessman and philanthropist, who also is locally and nationally known for defending the rights of African-Americans through his leadership at the Los Angeles Brotherhood Crusade, assumed the position of the paper’s executive publisher, chairman, and chief executive officer. The Sentinel is published each week on Thursday and it boasts a readership of over 200,000. Since 2015, we have digitized our news and are available on the web, Facebook, Twitter, Instagram, and via our web apps! We are the largest paid African-American owned newspaper on the West Coast!
Civil rights activist and entrepreneur Danny Joseph Bakewell, Sr. was born in 1946 in New Orleans, Louisiana. Also raised in New Orleans, he graduated from St. Augustine High School in 1965, and went on to attend the University of Arizona.

At the age of twenty-one, he moved to Los Angeles, California, where he was hired as a community organizer with the Neighborhood Adult Participation Project. During this time, he also worked as the director of new careers at the University of California, Los Angeles before becoming involved with the Black Congress. In the early 1970s, Bakewell was named president and chief executive officer of the Brotherhood Crusade, a Los Angeles-based civil rights and community development organization, where he served until 2006. During his long tenure, he raised over $60 million for community initiatives. He also co-founded the National Black United Fund in 1974.

In 1982, Bakewell became chairman and chief executive officer of The Bakewell Company, one of the largest African American-owned development companies in the United States. In 1986, Bakewell was named president of the Cranston Securities Company, a national investment banking firm. Then, in 2004, he purchased the Los Angeles Sentinel, the oldest and largest African American newspaper on the West Coast. Soon after, in 2007, Bakewell purchased the New Orleans radio station WBOK and in 2009, he was elected chairman of the National Newspaper Publishers Association.

Bakewell also established the Brotherhood Crusade Business Development and Capital Fund, the African American Unity Center, and the Taste of Soul of Los Angeles. In memory of his daughter, Sabriya, who lost her life to leukemia, Bakewell founded the SABRIYA's Castle of Fun Foundation for hospitalized children. The Foundation has established over 200 units in hospitals around the country.

Bakewell’s numerous awards include the Trumpet Award from the Trumpet Foundation, the JFK Profiles in Courage Award by the Democratic Party, the U.S. Congressional Black Caucus Adam Clayton Powell Award, the Roy Wilkins Award, and the Martin Luther King Drum Major Award, among others. He has also been honored by the NAACP and the Southern Christian Leadership Conference, and was inducted into the International Civil Rights Walk of Fame. In addition, the Los Angeles Unified School District honored Bakewell by naming a school after him.

Bakewell lives in California with his wife, Alina. He has three children: Danny, Jr., Brandi and Sabriya (deceased).
“LA Sentinel: Anytime, Anywhere” gives you 5 ways to access various LA Sentinel platforms. The 5 ways include: Print, LA Sentinel website, LA Sentinel e-newspaper, e-blast and the LA Sentinel mobile app.

The Sentinel supports civic organizations such as: Brotherhood Crusade, Mothers in Action, Sabriya’s Castle of Fun Foundation, African American Unity Center, NAACP, S.C.L.C., Urban League, Brotherhood Business Development & Capital Fund and the Religious Councils of all denominations.

- The Sentinel has been recognized as an advertising medium of choice by National Advertisers such as: Bank of America, General Motors, Walmart, Toyota Motor Sales, Wells Fargo, Macy’s, McDonald’s, Home Depot and more.

- Bakewell Media is the founder and creator of Taste of Soul, one of the largest street family festivals in Los Angeles. Each year, Taste of Soul draws 350,000 attendees, expanding the newspaper’s reach. For three months, advertisers have the opportunity to target these loyal attendees.
ADVANTAGES

- The Los Angeles Sentinel is the largest Black-owned paid subscriber newspaper on the West Coast.

- While African Americans make up just 14% of the population, we are responsible for some $1.2 trillion in purchases in 2018.

- The Los Angeles Sentinel reaches more than 200,000 Black consumers weekly (print + digital) and is the only paid-circulation Black newspaper in Southern California.

- Our advertisers reach a large, loyal audience with a full-page cost of less than three cents per reader.

## MARKET STATISTICS

### THE POWER OF BLACK DOLLARS

Categories where the percentage of Black spending is greater in proportion to their population (14%)

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BLACK SPEND</th>
<th>TOTAL SPEND</th>
<th>% OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnic Hair &amp; Beauty Aids</td>
<td>$54.4M</td>
<td>$63.5M</td>
<td>85.65%</td>
</tr>
<tr>
<td>Women's Fragrances</td>
<td>$152M</td>
<td>$679.4M</td>
<td>22.37%</td>
</tr>
<tr>
<td>Feminine Hygiene</td>
<td>$54.1M</td>
<td>$257.3M</td>
<td>21.04%</td>
</tr>
<tr>
<td>Men's Toiletries</td>
<td>$62M</td>
<td>$308.3M</td>
<td>20.10%</td>
</tr>
<tr>
<td>Personal Soap &amp; Bath Needs</td>
<td>$573.6M</td>
<td>$3.04B</td>
<td>18.89%</td>
</tr>
<tr>
<td>Frozen Unprepared Meat &amp; Seafood</td>
<td>$761.7M</td>
<td>$4.3B</td>
<td>17.75%</td>
</tr>
<tr>
<td>Refrigerated Juices &amp; Drinks</td>
<td>$578.2M</td>
<td>$3.3B</td>
<td>17.51%</td>
</tr>
<tr>
<td>Shelf-Stable Juices &amp; Drinks</td>
<td>$1.04B</td>
<td>$6.2B</td>
<td>16.66%</td>
</tr>
<tr>
<td>Spices, Seasonings &amp; Extracts</td>
<td>$430.2M</td>
<td>$2.7B</td>
<td>16.13%</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>$810.3M</td>
<td>$5.15B</td>
<td>15.74%</td>
</tr>
<tr>
<td>Insecticides &amp; Repellents</td>
<td>$176.6M</td>
<td>$1.14B</td>
<td>15.49%</td>
</tr>
<tr>
<td>Gum</td>
<td>$122.8M</td>
<td>$807.7M</td>
<td>15.20%</td>
</tr>
<tr>
<td>Shortening/Oil</td>
<td>$352M</td>
<td>$2.3B</td>
<td>15.05%</td>
</tr>
<tr>
<td>Household Cleaners</td>
<td>$407.8M</td>
<td>$2.7B</td>
<td>14.89%</td>
</tr>
<tr>
<td>Detergents</td>
<td>$829.8M</td>
<td>$5.6B</td>
<td>14.83%</td>
</tr>
<tr>
<td>Cookware</td>
<td>$136.8M</td>
<td>$934.5M</td>
<td>14.64%</td>
</tr>
<tr>
<td>Charcoal, Logs &amp; Accessories</td>
<td>$43.5M</td>
<td>$300.5M</td>
<td>14.40%</td>
</tr>
</tbody>
</table>

Brands must recognize and embrace the power of black Americans as a driving force as both consumers and creators.
African Americans make up 14% of the U.S. population but have outsized influence over spending on essential items such as personal soap and bath needs ($573 million), feminine hygiene products ($54 million) and men’s toiletries ($61 million).

**THE POWER OF THE MULTICULTURAL CONSUMER DOLLAR**

Categories where Consumers of Color exert outsized influence on total spend

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SPEND BY CONSUMERS OF COLOR</th>
<th>TOTAL SPEND</th>
<th>% OF TOTAL SPEND ATTRIBUTABLE TO CONSUMERS OF COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRY VEGETABLE &amp; GRAINS</td>
<td>$472.3M</td>
<td>$941.2M</td>
<td>50.18%</td>
</tr>
<tr>
<td>BABY FOOD</td>
<td>$817M</td>
<td>$1.9B</td>
<td>42.76%</td>
</tr>
<tr>
<td>PERSONAL SOAP &amp; BATH NEEDS</td>
<td>$1.3B</td>
<td>$3.04B</td>
<td>41.64%</td>
</tr>
<tr>
<td>FRESHENERS &amp; DEODORIZERS</td>
<td>$774.1M</td>
<td>$2.02B</td>
<td>38.29%</td>
</tr>
<tr>
<td>SHELF-STABLE JUICES &amp; DRINKS</td>
<td>$2.3B</td>
<td>$6.2B</td>
<td>37.51%</td>
</tr>
</tbody>
</table>

Note: “Consumers of Color” includes African-American, Hispanic and Asian consumers, as well as those consumers identifying as “Other.”

Brands Need to Collaborate With Black Creators and Consumers

This means putting African-Americans in ads the same way you’d feature a white actor. [www.adweek.com/brand-marketing](http://www.adweek.com/brand-marketing)
The Los Angeles Sentinel publishes comprehensive sections weekly. In addition, specific feature sections and “Sentinel Exclusives” are also published in selected issues.
ADVERTISING DISPLAY SIZES

1/8 Page
3 Col. x 5.25" = 15.75"

1/4 Page
3 Col. x 10.5" = 31.5"

1/3 Page
6 Col. x 7.0" = 42.0"

1/2 Page
6 Col. x 10.5" = 63.0"

1/2 Page
3 Col. x 21.0" = 63.0"

2/3 Page
6 Col. x 14.0" = 84.0"

3/4 Page
6 Col. x 16.0" = 96.0"

Full Page
6 Col. x 21.0" = 126.0"

GROSS VOLUME DISCOUNT PERCENTAGE

<table>
<thead>
<tr>
<th>Times</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>6</td>
<td>6%</td>
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<tr>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>39</td>
<td>9%</td>
</tr>
<tr>
<td>52</td>
<td>18%</td>
</tr>
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</table>

GUARANTEED POSITION PREMIUM PERCENTAGE

<table>
<thead>
<tr>
<th>Times</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
<td>13</td>
<td>15%</td>
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<tr>
<td>39</td>
<td>9%</td>
</tr>
<tr>
<td>6</td>
<td>18%</td>
</tr>
<tr>
<td>26</td>
<td>12%</td>
</tr>
<tr>
<td>52</td>
<td>6%</td>
</tr>
</tbody>
</table>

COLUMN WIDTHS

<table>
<thead>
<tr>
<th>Width</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1.5104&quot;</td>
<td>1 Col.</td>
</tr>
<tr>
<td>3.2083&quot;</td>
<td>2 Col.</td>
</tr>
<tr>
<td>4.9062&quot;</td>
<td>3 Col.</td>
</tr>
<tr>
<td>6.6042&quot;</td>
<td>4 Col.</td>
</tr>
<tr>
<td>8.3021&quot;</td>
<td>5 Col.</td>
</tr>
<tr>
<td>10.0&quot;</td>
<td>6 Col.</td>
</tr>
</tbody>
</table>
DIGITAL ADVERTISEMENT

OPPORTUNITIES

Web Advertising

✓ Display ads
✓ Classified ads
✓ Web Banners
✓ E-Calendar of Events
✓ E-Newspaper
✓ E-blasts
✓ Click to Win campaign

Social Media Advertising

✓ Facebook posts
✓ Facebook events
✓ Twitter
✓ Instagram

Taste of Soul Mobile App & LA Sentinel Mobile App

✓ Company mentions in PUSH messaging
✓ Exclusive interactive listings
✓ Click to Win Campaign
✓ Prominent logo display on app
✓ Sponsorship of app-based giveaways
✓ Multiple points of user data collection
✓ Community Calendar listings
**WEB AD SPECIFICATIONS**

**Banners & Buttons**
- A 728 x 90 (Leader Board)
- B 468 x 60 (Full Banner)
- C 234 x 60 (Half Banner)
- D 120 x 240 (Vertical Banner)
- E 125 x 125 (Square Button)
- F 120 x 90 (Button 1)
- G 120 x 60 (Button 2)
- H 88 x 31 (Micro Bar)

**Skyscrapers**
- I 120 x 600 (Skyscraper)
- J 160 x 600 (Wide Skyscraper)
- K 300 x 600 (Half Page Ad)

**Rectangles & Pop-Ups**
- L 250 x 250 (Square Pop-Up)
- M 240 x 400 (Vertical Rectangle)
- N 336 x 280 (Large Rectangle)
- O 300 x 250 (Medium Rectangle)
- P 180 x 150 (Rectangle)
- Q 300 x 100 (3:1 Rectangle)
Our digital format of print newspaper in PDF format and is available on our website and mobile app
Circulation of **30,000+** LAS print papers + LAS web impression average of **120,000** weekly

“LA Sentinel: Anytime, Anywhere”
5 Ways to get weekly Sentinel news!

Apply for one of many $500 TASTE OF SOUL SCHOLARSHIPS!
New Development will Provide 50 Units of Affordable Supportive Housing for Chronically Homeless Transitioning Youth and Families #BlackNews #BlackPress #85YearsofLASentinel http://ow.ly/ZM3430w0pf
The Los Angeles Sentinel Newspaper now reaches subscribers in all 50 states! We offer same day a.m. delivery to ALL Southern California residents! Readers can also pick up a copy of our paper in any of the areas listed below:

**SOUTH**
Crenshaw District: 90018, 90043
Baldwin Hills: 90016
Southwest LA: 90047, 90007, 90062
South Central: 90037, 90003, 90061
Exposition: 90037
Windsor Hills, Leimert Park: 90008
Athens: 90044

**SOUTHEAST**
South East: 90011
Florence: 90001
Huntington Park: 90255
Southgate: 90280

**SOUTHBAY**
LAX Int’l Airport: 90056
Hancock Park: 90045, 90274
Rancho Palos Verdes: 90274
Redondo Beach: 90274-8

**CENTRAL**
Westlake: 90057
Echo Park: 90026
Vernon: 90058
Hollywood: 90046, 90027, 90028
Wilshire District: 90010
Midtown: 90005-06
West LA: 90020
Downtown: 90012-15, 17
North West: 90019

**WESTSIDE**
Sawtelle: 90066
Century City: 90067
West LA: 90034-73
Culver City: 90230
Venice: 91291
Marina Del Rey: 90292
Santa Monica: 90401-05
Pacific Palisades: 90272

**ORANGE COUNTY**
Santa Ana: 92701-06
Irvine: 92714-15, 93203
Anaheim: 92801-06
Redondo Beach: 90274-8

**RIVERSIDE COUNTY**
Perris: 92370
Riverside County: 92501-09

**ALAMEDA COUNTY**
Oakland: 94601-13

**NORTHWEST COUNT**
SAN FERNANDO VALLEY
Tarzana: 91356
Valencia: 91355
Sun Valley: 91352
Pacoima: 91331-33

**SAN DIEGO COUNTY**
San Diego: 92102-82

**VENTURA COUNTY**
Oxnard: 93030-33
Camarillo: 93010
Port Hueneme: 93041

**SANTA BARBARA COUNTY**
Santa Barbara: 93101-06

**KERN COUNTY**
Bakersfield: 93304-09

**SAN LUIS OBISPO COUNTY**
San Luis Obispo: 93409

**SANTA BARBARA COUNTY**
Lompoc: 93436
<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Salute to Martin Luther King, Jr.</td>
<td>• Black History Month</td>
<td>• Black Press Month</td>
<td>• LA Sentinel Anniversary Issue</td>
</tr>
<tr>
<td></td>
<td>• Valentine’s Day</td>
<td>• Women’s History Month</td>
<td>• Black Business Month-Special Section: Small Business</td>
</tr>
<tr>
<td></td>
<td>• President’s Day</td>
<td>• Sabriya’s Castle of Fun Blood Drive</td>
<td>• Easter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Power, Leadership, and Influence of the Black Woman annual dinner</td>
<td>• Prostate Cancer Awareness</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Community Clean Up with Mothers in Action</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>June</td>
<td>July</td>
<td>August</td>
</tr>
<tr>
<td>• Mother’s Day</td>
<td>• Father’s Day</td>
<td>• Independence Day</td>
<td>• Back to School</td>
</tr>
<tr>
<td>• Special Feature: Focus on Graduates</td>
<td>• Special Feature: Bridal/Wedding</td>
<td>• Summer Fun Activities</td>
<td>• Salute to Black Scholars and Historically Black Colleges and Universities</td>
</tr>
<tr>
<td>• Memorial Day (Salute to Black Veterans)</td>
<td>• Juneteenth/Black Music Month</td>
<td></td>
<td>• Online auditions for StarQuestt</td>
</tr>
<tr>
<td></td>
<td>• Special Feature: Travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
</tr>
<tr>
<td>• Labor Day (Salute to Black Laborers)</td>
<td>• Taste of Soul</td>
<td>• Veteran’s Day</td>
<td>• World AIDS Day</td>
</tr>
<tr>
<td>• Back to School</td>
<td>• Breast Cancer Awareness</td>
<td>• Thanksgiving</td>
<td>• Kwanzaa</td>
</tr>
<tr>
<td>• Sickle Cell Awareness Month</td>
<td>• Halloween</td>
<td></td>
<td>• New Years Day Sales</td>
</tr>
<tr>
<td>• Pre-Taste of Soul Publicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Live StarQuest auditions at Baldwin Hills Plaza</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dubbed Los Angeles’ largest street festival, The Taste of Soul Family Festival takes place annually in October and features a taste of all things “soulful” including food from local restaurants, live entertainment, displays from local artists, and exhibits from local businesses and organizations.

Founded by Danny Bakewell Sr., now in its 14th year, the Taste of Soul is presented by Bakewell Media and benefitting the South L.A. non-profit organizations Mothers in Action and AAUC. Taste of Soul Los Angeles is a free family-friendly event hosted in partnership with the City of Los Angeles, Radio Free 102.3 KJLH, and 94.7 The Wave. The Taste of Soul takes place in the 8th and 10th council districts and is represented by Councilmembers Marqueece Harris-Dawson and Herb Wesson Jr.

The Taste of Soul is still free and takes place on Crenshaw Boulevard between Stocker Boulevard and Rodeo Road in Los Angeles and attracts over 350,000 attendees.

Reach of 36 million people across all media platforms in 2018.
The L.A. Sentinel and the L.A. Watts Times are the premier African American newspapers in Los Angeles. We are your link to one of the most influential and economically powerful African American consumer markets in the Nation.

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