The Los Angeles 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 130,000. It is the largest paid African-American owned newspaper in the West.
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, Aliene. He has three children: Danny, Jr., Brandi and Sabriya (deceased) and four grandchildren.
African American buying power has seen impressive gains since the end of the last economic downturn, jumping from $961 billion in 2010 to an estimated $1.3 trillion in 2018. Since 2000, the African American market has seen a 114% increase in buying power. The boost is the result of a surge in African American-owned businesses, increased educational attainment and booming population growth. The percentage of African Americans who completed college continues to rise (23% in 2017, up from 17% in 2000), and the population is growing at 22.7% since 2000, faster than the national average of 16.3%. The youthfulness of the African American population skews the group’s buying power downward, as a larger share of the population have yet to hit their peak earning years.

- 91% believe that Black media is more relevant to them
- 81% believe that producers advertised in Black media are more relevant to them
- 77% believe that Black media has a better understanding of the needs and issues that affect them
- 73% believe that Black media keeps them in touch with their heritage
- 67% want to see more advertising targeting Black consumers
- 51% of African Americans would purchase if the advertising portrayed Blacks positively
The Los Angeles Sentinel is the largest Black-owned paid subscriber newspaper on the West Coast.

In 2012, the Los Angeles Black consumer market reached a total buying power in excess of $34 billion.

The Los Angeles Sentinel reaches more than 122,800 Black consumers weekly 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 two cents per reader.
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’s publisher, Danny Bakewell Sr., 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 our loyal attendees.

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.

“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 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>$834.5M</td>
<td>14.64%</td>
</tr>
<tr>
<td>Charcoal, Logs &amp; Accessories</td>
<td>$43.5M</td>
<td>$300.5M</td>
<td>14.48%</td>
</tr>
</tbody>
</table>
EXCLUSIVE ACCESS TO THE RAPIDLY GROWING MULTICULTURAL CONSUMER BASE

Source: Nielsen Homescan 10/13/13 to 10/11/14

Super Consumers as Percentage of Category Dollars (%)

Sales Volume in Leading Categories Multicultural Consumers as Percentage of Super Consumer

<table>
<thead>
<tr>
<th>Category</th>
<th>38%</th>
<th>38%</th>
<th>39%</th>
<th>40%</th>
<th>41%</th>
<th>43%</th>
<th>43%</th>
<th>46%</th>
<th>48%</th>
<th>51%</th>
<th>53%</th>
<th>53%</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skincare Prep</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feminine Hygiene</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottled Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eggs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baby Needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juice Drink</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refrigerated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unprepared Meat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poultry/Frozen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortening</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian Noodles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men's toiletries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women's Fragrances</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Sauce</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Vegetables &amp; Grains</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Online Advertising
Electronic Banners
Advertising Inserts
Social Media
Mobile App
E-Newspaper

Covers & Wraps
Editorial & Advertorial
Classified Advertising
Long Term Campaigns
Coupons
Promotions

Religion
Health
Weekly Comic
Opinion and Editorial
Commentary
Classified
Personals

Local & Community News
National News
Politics and Governance
Business
Sports
Calendar
Family
THE BENEFITS OF
SOCIAL MEDIA MARKETING

Improves Brand Awareness

Improves Content Visibility

Builds a Strong Social Presence

Opens Dialogue Between Loyal and Potential Customers

Helps to Reach a Targeted Audience

Implements Marketing Costs*

Drives Quality Traffic

Implements Brand Credibility

Opens Dialogue Between Loyal and Potential Customers

Helps to Reach a Targeted Audience

Reduces Marketing Costs*

Drives Quality Traffic

Implements Brand Credibility

Opens Dialogue Between Loyal and Potential Customers

Helps to Reach a Targeted Audience

Reduces Marketing Costs*

Drives Quality Traffic

Implements Brand Credibility

Opens Dialogue Between Loyal and Potential Customers

Helps to Reach a Targeted Audience

Reduces Marketing Costs*

Drives Quality Traffic

Implements Brand Credibility
Reach of over 100,000 monthly across all digital platforms

- Lasentinel.net & Lawatttimes.com E-Paper
- Dedicated E-Blasts
- Taste of Soul & LA Sentinel Mobile Apps
- Taste of Soul & LA Sentinel Facebook
- Taste of Soul & LA Sentinel Instagram

Company mentions in PUSH messaging
Exclusive interactive company listings
Prominent logo display on app download banners
Sponsorship of app-based giveaways
Multiple points of user data collection
Community Calendar listings

"LA Sentinel: Anytime, Anywhere"
5 Ways to read:
PRINT
WEBSITE
E-PAPER
SOCIAL MEDIA
MOBILE APP

Black Fact of the Day: Feb. 18, 2020- Brought to you by Black365

Events
SAVE the DATE : March 20, 2020 – The Power, Leadership and Influence of the Black Woman
Digital format of print newspaper in PDF format
Access to 30,000 LAS print subscribers + weekly LAS web impression average of 50,000/week

“LA Sentinel: Anytime, Anywhere” 5 Ways to get the Los Angeles Sentinel

Community Says Farewell to Beloved Hero

Community First. Health Always.

Your advertisement here
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)
AD SUBMISSION & DIGITAL FILE PREPARATION REQUIREMENTS

- Send a press-optimized (high-resolution) PDF only.
- Send one file only. PDFs (must be in PDF/X-4 compliant).
- Submit your digital ad on a CD, DVD, e-mail, or FTP to your sales rep.
- All fonts and photos must be embedded. Photos should be at least 300 DPI. All color within an ad should be CMYK or grayscale, not RGB or Pantone.
- For files created in a vector-based format such as Adobe Illustrator, we strongly recommend you convert all fonts to outlines before generating the PDF.
- For files created in Adobe Photoshop, we recommend that all type be rasterized before generating the PDF.
- We cannot be held liable for color accuracy if contact color proof is not provided. Please submit a 100% color proof, such as an Imation Digital Match Print, Kodak Approval, or a previously printed tear sheet.
- If the ad is black and white, please send a 100% laser printout.
- We NO LONGER ACCEPT negatives or files that have not been converted to a PDF.
Twitter
@thelasentinel : 4,313 followers
@tasteofsoulla : 2,433 followers

Facebook
/TheLASentinel : 8,518 likes
/TasteofSoulLA : 15,310 likes

TESTIMONIALS

“I love this newspaper! Always have - Always will! This is now my Number 1 resource for happenings in the Black community.”
— Felicia Styles

“Very informative. Especially on Black American issues as well as world wide information.”
— Audrey Williams
Subscriptions are available to readers in all 51 states! So Cal readers receive the weekly newspaper on their doorstep every Thursday morning! Papers are mailed to all out-of-area subscribers!

We also distribute to the following local areas:

Artesia  Malibu
Baldwin Hills  Manhattan Beach
Bellflower  Marina del Rey
Bixby Knolls  Monterey Park
Carson  Norwalk
Century City  Paramount
Cerritos  Park La Brea
Chinatown  Pasadena
Compton  Playa del Rey
Covina  Playa Vista
Crenshaw  Rancho Dominguez
Culver City  Rancho Palos Verdes
Dominguez  Redondo Beach
Downey  San Pedro
Downtown Arts District  Santa Monica
Downtown Fashion District  South Gate
El Segundo  South Los Angeles
Hawthorne  South Pasadena
Huntington Park  Torrance
Hyde Park  Venice
Inglewood  View Park
Jefferson Park  Watts
Ladera Heights  West Adams
Leimert Park  West Hollywood
Lomita  West Los Angeles
Long Beach  Whittier
Lynwood  Willowbrook

Wilmington
<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New Years Day</td>
<td>• Black History Month</td>
<td>• Black Press Month</td>
<td>• LA Sentinel Anniversary Issue</td>
</tr>
<tr>
<td>• Salute to Martin Luther King, Jr.</td>
<td>• Valentine’s Day</td>
<td>• Women’s History Month</td>
<td>• Black Business Month-Special Section: Small Business</td>
</tr>
<tr>
<td>• National Blood Donor Month</td>
<td>• President’s Day</td>
<td>• Power, Leadership, and Influence of the Black Woman annual dinner</td>
<td>• Easter (Fashion &amp; Religion)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Community Clean Up with Mothers in Action</td>
<td>• Prostate Cancer Awareness</td>
</tr>
<tr>
<td></td>
<td></td>
<td></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 the 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>• Education</td>
</tr>
<tr>
<td></td>
<td>• Special Feature: Travel</td>
<td></td>
<td>• Online auditions for StarQuestt</td>
</tr>
<tr>
<td></td>
<td></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 Labor)</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>

Note: The table format has been altered for a more natural reading experience.
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 in 2005 by Danny Bakewell Sr., 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 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 56,000,000+ people across all media platforms.
CONTACT & CONNECT

Pamela A. Bakewell
Executive Vice President, Chief Operating Officer
323-299-3800
Pamela@lasentinel.net

Brandon I. Brooks
Managing Editor/Accounting/Advertising Sales
323-299-3800 x264
Brandon@lasentinel.net

Clifford Russell
Advertising Sales
323-299-3800 x220
cliffordr@lasentinel.net

Lauren Brazile
Accounts Receivable/Project Coordinator/Subscription Manager
323-299-3800 x280
LaurenB@lasentinel.net

Jordan Cooper
Accounts Payable
323-299-3800 x282
carrington@lasentinel.net

Allen Moret Jr.
Assistant Coordinator
323-299-3800 214
allenm@lasentinel.net

Carrington Lee
Classifieds & Legal Ads
323-299-3800
carrington@lasentinel.net

Danny J. Bakewell, Jr.
Vice President/Exec. Editor, Chief of Staff
323-299-3800
DannyJr@lasentinel.net

Tamela Mitchell
Executive Assistant to Mr. Bakewell Sr.
323-299-3800 x229
Brandon@lasentinel.net

Nicole Williams
Executive Assistant to Ms. Bakewell/Project Manager
323-299-3800 x214
Nicolew@lasentinel.net

Ryan Jackson
Assistant Coordinator
323-299-3800 x210
LaurenB@lasentinel.net

Facebook.com/LASentinelNewspaper
Facebook.com/TasteofSoulLA

Instagram: @LASentinelNewspaper
Instagram: @TasteOfSoulLA

Twitter: @TheLASentinel
Twitter: @TasteOfSoulLA

DOWNLOAD the Taste of Soul App