

THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

BAKEWELL MEDIA

2024
BRAND MARKETING SOLUTIONS



As of January 2024



ABOUT **BAKEWELL MEDIA**

Established by the company's **Founder and Chairman Danny J. Bakewell, Sr., The Bakewell Company is designed to be a Generational Company that carries on the core beliefs of its founder that "We Can Do Good & Do Well at The Same Time."** The Bakewell Family's civil rights legacy, advocacy and real estate development has created strong relationships with corporations, advertisers, retailers, small-to-mid-size businesses, community groups, non-profits and political leadership locally and nationally.

As a media company, Bakewell Media operates **The Los Angeles Sentinel and The Los Angeles Watts Times (LAWT.)** Now in its 90th year, the Los Angeles Sentinel has been voted the **#1 African American Newspaper in America.** Bakewell Media/The Los Angeles Sentinel have extended their special events division that includes the **Taste of Soul Family Festival deemed as the largest free street festival in Southern California. Held on historic Crenshaw Blvd., it will be celebrating its 18th year in 2023.** In addition, Bakewell Media/The Los Angeles Sentinel have created the Power, Influence and Leadership of the Black Woman event in honor of Black History and Women's History months. In conjunction with the Los Angeles Sentinel's 90th Anniversary, the second annual Power, Leadership and Influence of the Black Woman event will be held in April 2023.

Bakewell Media's commitment to supporting other African American owned businesses is available through **advertising opportunities in print, digital e-paper, social media, web, podcasting and special event sponsorships.** We're crossing the **digital-divide by bringing on influential content creators skilled in emerging trends such as podcasting.** Through this partnership with local businesses, corporations and non-profits, Bakewell Media strives to provide economic empowerment to the local community and beyond. **Bakewell Media has a cumulative reach of over 652,000 impressions in 2022 through special events, radio marketing, outdoor marketing, digital, print and through social media.**

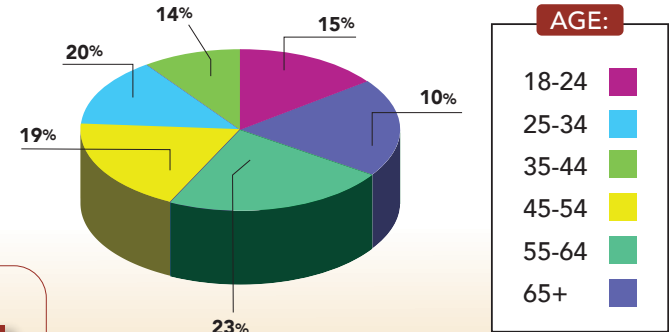


LA SENTINEL LA WATTS TIMES

Affiliates of Bakewell Media

MARKETING REACH

AUDIENCE PROFILE



RACE
BLACK / AFRICAN - AMERICAN
95%

GENDER
FEMALE
53%
MALE
47%

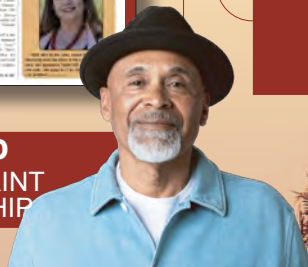
WWW.LASENTINEL.NET
AVERAGE MONTHLY IMPRESSIONS
245,741

The Los Angeles Sentinel has a combined weekly reach of over **166,500** readership through print and electronic.

LA SENTINEL



120,000
WEEKLY PRINT
READERSHIP



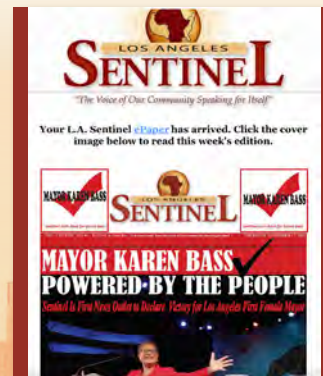
LA WATTS TIMES



120,000
WEEKLY PRINT
READERSHIP



LA SENTINEL E-PAPER



46.5K
WEEKLY
READERSHIP



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

DISTRIBUTION

ACCESS

SUBSCRIPTIONS ARE AVAILABLE TO READERS IN ALL 50 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

BALDWIN HILLS

BELLFLOWER

BIXBY KNOLLS

CARSON

CENTURY CITY

CERRITOS

CHINATOWN

COMPTON

COVINA

CRENSHAW

CULVER CITY

DOMINGUEZ

DOWNEY

DOWNTOWN ARTS DISTRICT

DOWNTOWN FASHION

DISTRICT

EL SEGUNDO

HAWTHORNE

HUNTINGTON PARK

HYDE PARK

INGLEWOOD

JEFFERSON PARK

LADERA HEIGHTS

LEIMERT PARK

LOMITA

LONG BEACH

LYNWOOD

MALIBU

MANHATTAN BEACH

MARINA DEL REY

MONTEREY PARK

NORWALK

PARAMOUNT

PARK LA BREA PASADENA

PLAYA DEL REY

PLAYA VISTA

RANCHO DOMINGUEZ

RANCHO PALOS VERDES

REDONDO BEACH

SAN PEDRO

SANTA MONICA

SOUTHGATE

SOUTH LOS ANGELES

SOUTH PASADENA

VTORRANCE

VENICE

VIEW PARK

WATTS

WEST ADAMS

WEST HOLLYWOOD

WEST LOS ANGELES

WHITTIER

WILLOWBROOK

WILMINGTON



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

LA SENTINEL LA WATTS TIMES

Affiliates of Bakewell Media

LOS ANGELES SENTINEL

- FULL PAGE 10" X 21.0" = 126.0"
- 3/4 PAGE 10" X 16.0" = 96.0"
- 2/3 PAGE 10" X 14.0" = 84.0"
- 1/2 PAGE 10" X 10.5" = 63.0" OR 3 COL X 21.0" = 63.0"
- 1/3 PAGE 10" X 7.0" = 42.0"
- 1/4 PAGE 3 COL. X 10" = 31.5"
- 1/8 PAGE 3 COL. X 10" = 15.75"
- 1/8 PAGE 10" X 5.25" = 15.75"

LA WATTS TIMES

- FULL PAGE - 10.25" x 12.5" = 62.5"
- 1/2 PAGE - HORIZONTAL - 10.25" x 6.5" = 32.5"
- VERTICAL - 5.125" x 12.5" = 31.25"
- 1/4 PAGE - 2.5 COL. (5.125" x 6.5" = 16.25
- 1/8 PAGE - 2.5 COL. (5.125") X 3.25"

* 1 COLOR, 2 COLOR, 4 COLOR RATES AVAILABLE

PRINT ADVERTISING OPPORTUNITIES



FULL PAGE



1/2 PAGE



1/4 PAGE



FULL PAGE



1/2 PAGE HORIZONTAL



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

LA SENTINEL WEBSITE

- LEADERBOARD BANNER AD PLACEMENT 728 X 90PX
MUST INCLUDE ANOTHER AD SIZED FOR MOBILE 320x50 PX
- WIDE SKYSCRAPER BANNER AD 300 X 600PX
- SKYSCRAPER BANNER AD PLACEMENT 160 X 600PX
- TILE BANNER AD PLACEMENT 300 X 250PX

LA SENTINEL SOCIAL MEDIA

- FACEBOOK.COM/LASENTINELNEWSPAPER
(MAX. 2,200 CHARACTERS)
- INSTAGRAM.COM/LASENTINELNEWS IMAGE / VIDEO POST
(MAX. 2,200 CHARACTERS)
- TWITTER.COM/THELASENTINEL IMAGE / VIDEO POST
(MAX. 280 CHARACTERS)

LA SENTINEL WEEKLY NEWSLETTER E- BLAST

- 600x600 px 72dpi
- Artwork (In Jpg or Png Format)
- Hyperlink (Link to any website you'd like to drive subscribers to)

LA SENTINEL E- BLAST NEWSLETTER

- 72dpi 800 x 1000 (.PDF FILE)
- ARTWORK (.JPG or .PNG FORMAT)
- TITLE (OPTIONAL - GOES ABOVE ARTWORK)
- SUBJECT LINE (LINE THAT SUBSCRIBERS SEE BEFORE OPENING E-MAIL)
- HYPERLINK (LINK TO ANY WEBSITE YOU'D LIKE TO DRIVE SUBSCRIBERS TO)

LA SENTINEL PODCAST

- HOST-READ AUDIO AD *(PRE-RECORDED AND VOICED BY PODCAST HOST)*
- LIVE-READ AUDIO AD (PERFORMED LIVE DURING EPISODE)
- PRE-ROLL AND POST-ROLL AUDIO AD PLACEMENTS *(up to 30 secs.)*
- MID-ROLL AUDIO AD PLACEMENT *(up to 60 secs.)*
- SQUARE BANNER AD PLACEMENT 1080 X 1080PX
- LOGO BANNER AD PLACEMENT 137 X 137PX
- DEDICATED SERIES / EPISODE ON SPONSOR SELECTED CONTENT



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

LA SENTINEL

Affiliates of Bakewell Media



Bringing the **latest in black news and culture** hosted by multi-media journalist **Niele Anderson**, Digital Editor of Los Angeles Sentinel.



Black Money Matters is Bakewell Media and the Los Angeles Sentinel's first podcast show, which aims to empower our community by building financial wealth through home ownership, entrepreneurship and financial literacy. The show features conversations around financial tools and stories around business to leave the audience inspired and empowered. Sponsored by Chase Bank, this is an example of sponsorship opportunities around podcast series.



The place where **Politics and Black Political Power Meet**. Hosted by multi-media journalist **Niele Anderson**, Digital Editor of Los Angeles Sentinel.

* Advertising is available on various podcast shows.

PODCAST



Founder & Chairman Danny Bakewell Sr. live in studio

THE PLACE WHERE BLACK CREATIVES ARE HEARD, SEEN & AMPLIFIED



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

BAKEWELL MEDIA

SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES

LA SENTINEL PRODUCED EVENTS

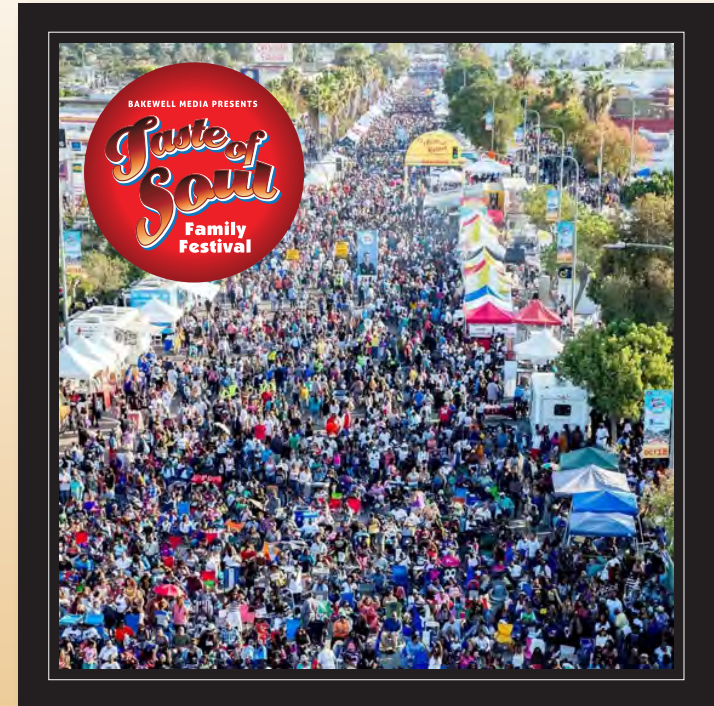
2 0 2 4

POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN EVENT



APRIL 18, 2024

19TH ANNUAL TASTE OF SOUL FAMILY FESTIVAL



OCTOBER 19, 2024



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED
NEWS PLATFORM IN THE WESTERN UNITED STATES.

BAKEWELL MEDIA PRESENTS

Taste of Soul

FAMILY FESTIVAL

SATURDAY, OCTOBER 19, 2024
10AM - 7PM

Crenshaw Blvd. Between Stocker & Obama Blvd.

Over 18 years, Taste of Soul has hosted over 3 million attendees with almost 3 miles of vendors on Crenshaw Blvd. between Stocker and Obama Blvd. It offers other services including: health screenings, education, job recruitment, community outreach, voter registration, and audience survey opportunities. Taste of Soul is considered one of the most unique and important annual events for corporations to create customizable outreach to the Los Angeles African American community.

Taste of Soul has become the most popular Family Festival in all of Southern California. Consisting of (5) live music stages which include:

BAKEWELL MEDIA'S MUSIC FOR THE SOUL | R&B (102.3 KJLH)

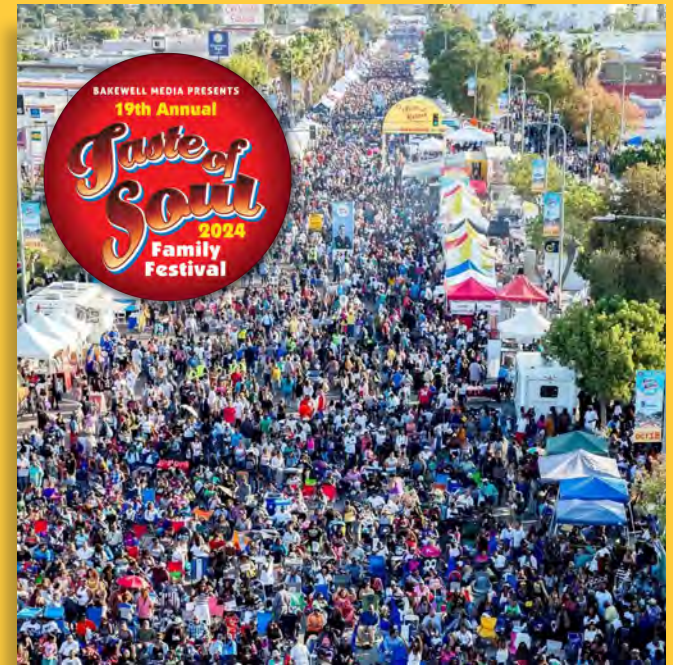
CHILDREN'S WORLD | BRENDA MARSH-MITCHELL GOSPEL STAGE

Taste of Soul boasts itself as an economic engine by hosting 400+ vendors the opportunity to sell their goods and services to hundreds of thousands of potential customers.

Whether you're there to try some amazing food from our local Chefs, purchase some goods from non-food vendors or take advantage of free services provided, Taste of Soul has a little bit of everything.

500,000+ ATTENDEES!

* Information about sponsorship opportunities available upon request.





MARKETING REACH

2023 TASTE OF SOUL IMPRESSIONS/ANALYTICS

TOTAL IMPRESSIONS:

103,000,000+

MEDIA

82,247,000

(PRINT/DIGITAL/NEWS OUTLETS/
RADIO) (CHARLES COMMUNICATION

GROUP)

ATTENDANCE = 500,000

LA SENTINEL / E-PAPER

1,137,600

LAS & LAWY

3,120,000

(ADS THAT INCLUDED SPONSOR LOGOS)

EBLAST

2,085,600

(INCLUDES DEDICATED TOS EBLASTS +
WEEKLY NEWSLETTER EBLASTS W/ TOS ADS INSIDE)

STREET FLAGS 1,300,000

BILLBOARDS 12,313,000

METRO TOS WRAPPED BUSES 795,000



LOS ANGELES SENTINEL NEWSPAPER

LASENTINELNEWS

LOS ANGELES SENTINEL NEWSPAPER

THELASENTINEL



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

BAKEWELL MEDIA

SUPPORTERS



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

Power, Leadership & Influence of The Black Woman



A Conversation with U.S. Senator

Laphonza Butler



From the beginning of time the Black Woman has been the bedrock of our homes, our communities and our lives. **This is designed to celebrate Our Grandmothers, Our Mothers, Our Wives, Our Daughters, Our Aunties.** The event is designed to recognize (5) Amazing Women. Each of these Powerful Black Women are deserving to be recognized. Each in their own way has risen to the pinnacle of their fields of endeavor and, for that alone, should be acknowledged and praised. We will be honoring in 2024: U.S. Senator Laphonza Butler will be honored along with other successful women - Supervisor Holly J. Mitchell; Melina Abdullah, Co-Founder of Black Lives Matter/Grassroots; Charisse Bremond Weaver, President/CEO of Brotherhood Crusade; & Yvonne Wheeler, President of LA County Federation of Labor.



3RD ANNUAL POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN

Date: Saturday, April 18, 2024 11am-2pm

Where: Fairmont Century Plaza

* *Sponsorship opportunities available*



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED
NEWS PLATFORM IN THE WESTERN UNITED STATES.

2023

SCHEDULE OF SPECIAL EVENTS • PROMOTIONS • COMMORATIVE EDITIONS

IMPORTANT DATES:

4/15 ANNUAL POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN EVENT

90TH ANNIVERSARY OF THE LOS ANGELES SENTINEL

10/21 18TH ANNUAL TASTE OF SOUL FAMILY FESTIVAL

JANUARY

- SALUTE TO DR. MARTIN LUTHER KING JR.

FEBRUARY

- BLACK HISTORY MONTH
- PRESIDENT'S DAY

MARCH

- WOMEN'S HISTORY MONTH
- BLACK PRESS MONTH
- MOTHER'S IN ACTION COMMUNITY CLEAN UP

APRIL

- BLACK BUSINESS MONTH
- EASTER
- PROSTATE CANCER AWARENESS

MAY

- MOTHER'S DAY
- MEMORIAL DAY (SALUTE TO BLACK VETERANS)

JUNE

- FATHER'S DAY
- BLACK MEN'S MONTH
- BLACK NURSES MONTH JUNETEENTH

JULY

- INDEPENDENCE DAY
- SUMMER FUN ACTIVITIES

AUGUST

- MOTHER'S IN ACTION BACK TO SCHOOL FAIR
- SALUTE TO BLACK SCHOLARS & HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

SEPTEMBER

- BREAST CANCER AWARENESS MONTH
- LABOR DAY (SALUTE TO BLACK LABOR)
- BACK TO SCHOOL
- SICKLE CELL AWARENESS MONTH

OCTOBER



TASTE OF SOUL FAMILY FESTIVAL
SATURDAY, OCT. 21, 2023

NOVEMBER

- VETERAN'S DAY
- THANKSGIVING
- MOTHER'S IN ACTION THANKSGIVING DAY SENIOR FEED

DECEMBER

- CHRISTMAS
- KWANZAA
- WORLD AIDS DAY
- SPECIAL END OF THE YEAR EDITION
- NEW YEARS DAY SALES

FOR FURTHER INFORMATION:

PLEASE CONTACT US TO EXPLORE HOW YOU CAN ACHIEVE YOUR MARKETING AND/OR DIVERSITY, EQUITY AND INCLUSION GOALS WITH BAKEWELL MEDIA. THE LOS ANGELES SENTINEL IS A NATIONALLY RECOGNIZED MEMBER OF THE NATIONAL NEWSPAPERS PUBLISHERS ASSOCIATION (NNPA) WITH 90 YEARS OF INFLUENCE IN THE AFRICAN-AMERICAN COMMUNITY.

POINT OF CONTACT: **PAMELA BAKEWELL**

COO/EVP/SALES MANAGER
THE BAKEWELL COMPANY
LOS ANGELES SENTINEL
LA WATTS TIMES & TASTE OF SOUL
EMAIL: PAMELA@LASENTINEL.NET

IF YOU CURRENTLY HAVE AN ASSIGNED SALES ASSOCIATE, PLEASE CONTACT THEM DIRECTLY.



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.