



CAMPAIGN PROPOSAL

“GROWING YOUR BUSINESS THROUGH OURS”

PROPOSAL HIGHLIGHTS

Goals

Awareness

Strategy

Branding

Formats

Outdoor

Location

Los Angeles, CA.



Maximize Your Advertising Reach with Billboards in Los Angeles

Los Angeles, the entertainment capital of the world, offers a vibrant and bustling landscape for advertisers looking to make a significant impact. With its sprawling urban environment, diverse population, and constant influx of tourists, LA provides an ideal platform for billboard advertising. Here's why leveraging billboards in Los Angeles is a strategic move for your advertising campaign and how you can make the most of this dynamic medium.

This package leverages strategic placements at key locations to maximize visibility and engagement with the target audience, including professionals and families in high-traffic areas.

The Silver Package includes a selection of high-quality screens. This curated pre-selection of top-tier screens ensures a guaranteed reach to a high-quality audience within the best zones of Los Angeles.

MEDIA PLANNING

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CITIES

Los Angeles



**TOTAL
SCREENS**

4



TOTAL REACH

606K

A nighttime photograph of Los Angeles, California. The image shows a panoramic view of the city's skyline, with numerous skyscrapers illuminated against a dark sky. In the foreground, the Griffith Observatory is visible, featuring its iconic large dome and smaller domes, all lit up. The city lights create a bokeh effect in the background, and the overall scene is captured from an elevated perspective, likely from a hillside.

Los Angeles California

Los Angeles



The Impact of Billboard Advertising

Capturing Attention

Billboards are designed to capture attention quickly and effectively. In a city known for its vibrant and fast-paced lifestyle, a well-designed billboard can cut through the noise and make a lasting impression. The large, eye-catching visuals are perfect for conveying your message succinctly and powerfully.

Reaching a Diverse Audience

Los Angeles is a melting pot of cultures, professions, and lifestyles. Advertising in this city means reaching a diverse audience, from entertainment industry professionals and tech-savvy millennials to tourists from around the globe. This diversity can be harnessed to create targeted campaigns that resonate with different segments of the population.

Clear and Concise Messaging

Given the brief window of time that passersby have to absorb your message, it's crucial to keep your content clear and concise. Focus on a strong, simple message that can be understood at a glance. Use bold fonts and striking visuals to draw attention and ensure your message stands out.

Digital Billboards

Digital billboards offer the flexibility to display dynamic content that can change throughout the day. This allows for more engaging and timely advertisements that can be tailored to different audiences at different times. Digital billboards are particularly effective in high-traffic areas where people are likely to see them multiple times.

Benefits

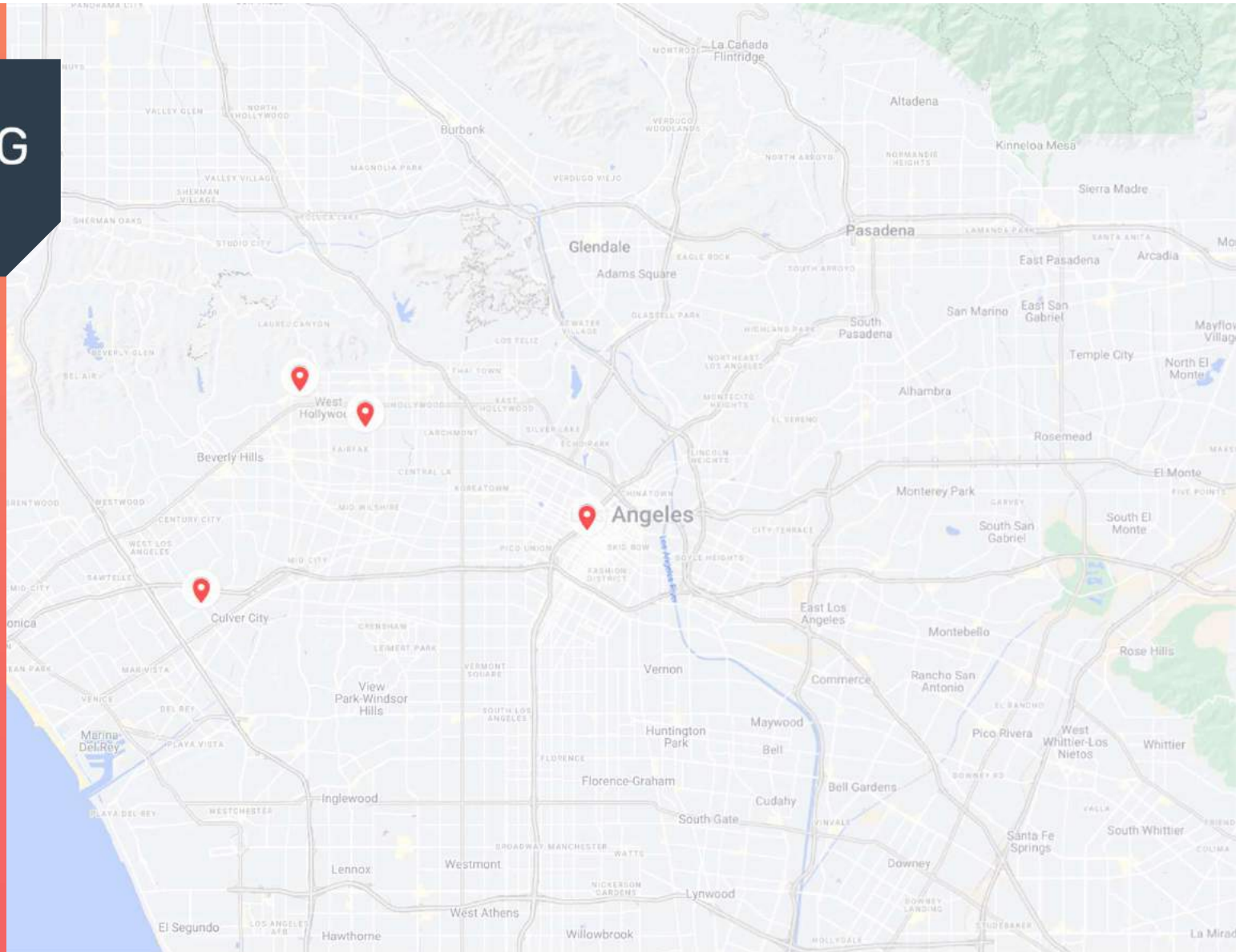
Investing in billboard advertising in Los Angeles offers a myriad of benefits for brands looking to enhance their visibility and reach a diverse audience. By strategically placing your advertisements in high-traffic areas, designing compelling visuals, and leveraging the latest technologies, you can create impactful campaigns that resonate with the vibrant energy of Los Angeles. Whether you aim to elevate your brand's prestige or drive immediate engagement, LA billboards provide a powerful platform to achieve your advertising goals.

MEDIA PLANNING

MAP LOCATIONS


 **Los Angeles**
California

[Map Link](#)



MEDIA PLANNING

SCREENS

 The Wilshire Grand -
Figueroa W/L N/O
Seventh - WILSHIRE
GRAND%

Large: > 430ft²

1920x940

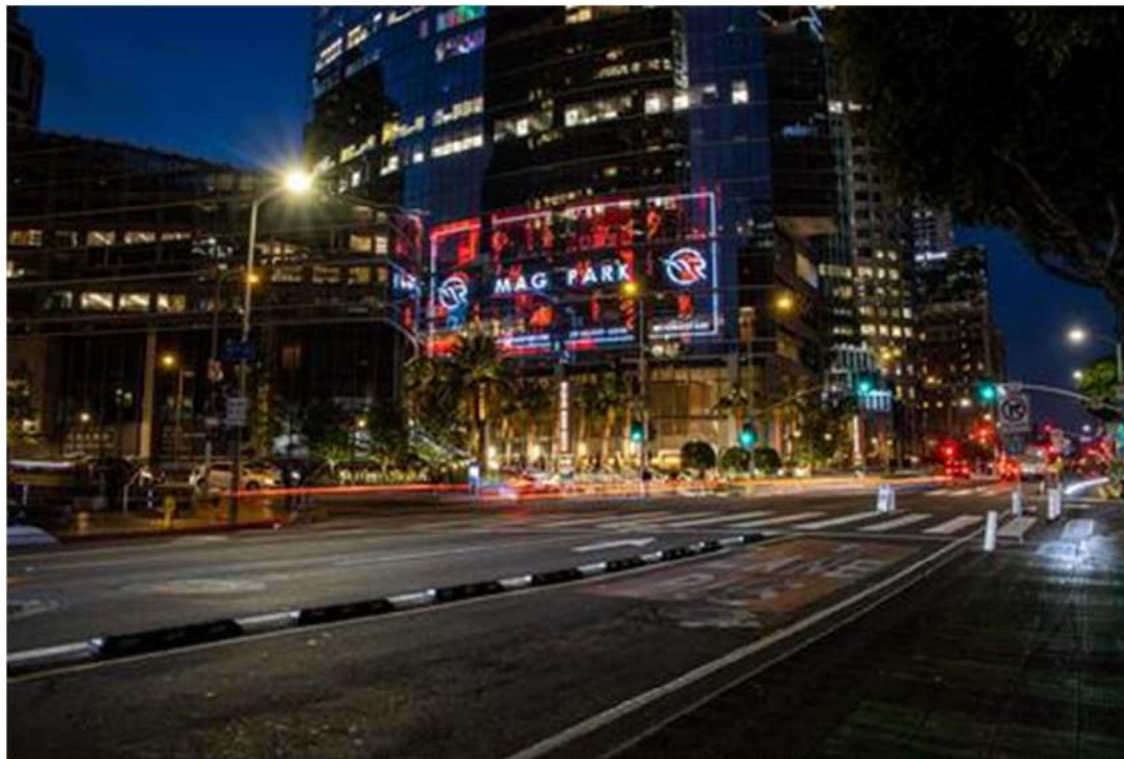
1534742.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM


[Map Link](#)

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MEDIA PLANNING

SCREENS

 7250 Melrose Ave, Los Angeles, CA 90046

Large: > 430ft²

1680x720

295008.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM


[Map Link](#)

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MEDIA PLANNING

SCREENS

 The Double Vision -
Sunset S/L W/O Kings -
FULL MOTION VIDEO
(NC)

Medium: 107-430ft²

736x576

91167.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)



MEDIA PLANNING

SCREENS

 5822 Irving Ave

Small: < 107ft²

1692x468

/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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A nighttime photograph of a city skyline, likely Los Angeles, viewed from a hillside. In the foreground, the Griffith Observatory is illuminated, showing its large central dome and smaller side domes. The city lights are visible in the background, with several tall skyscrapers standing out against the dark sky. The overall scene is dimly lit, with the primary light sources being the city lights and the observatory's own lighting.

WORK PLAN & BUDGET

WORK PLAN & BUDGET

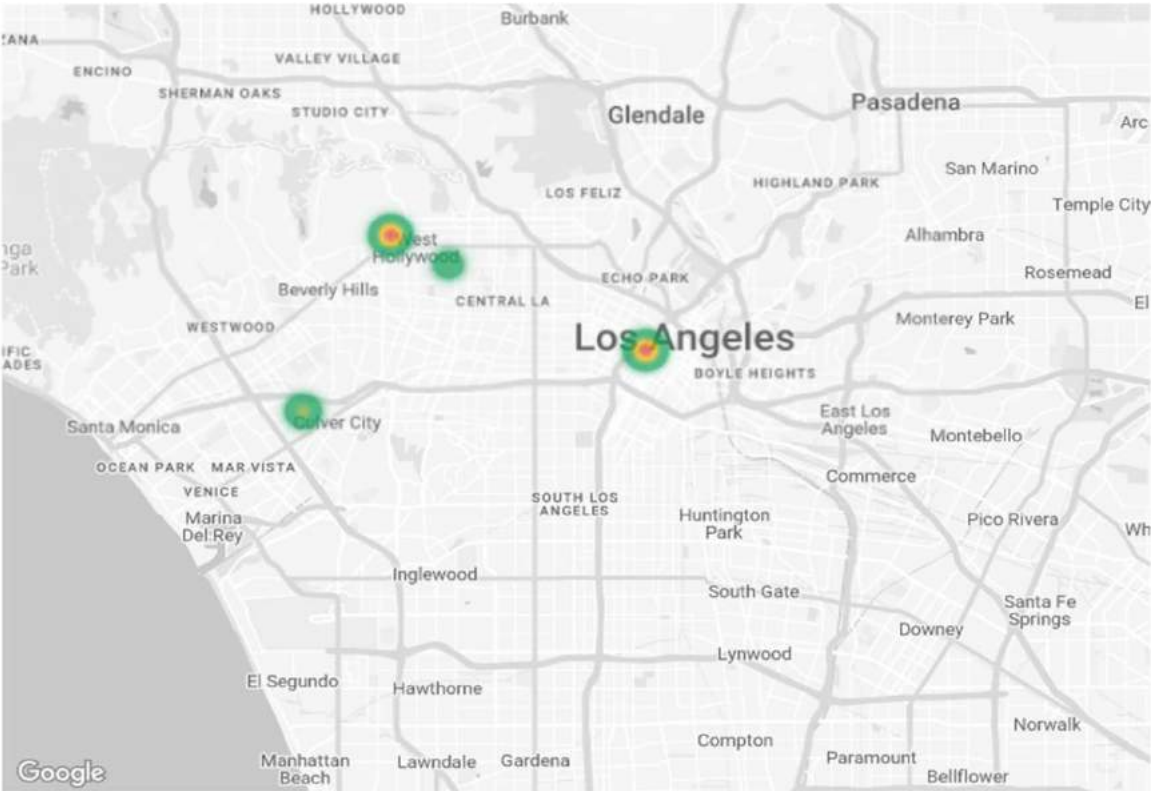
1 Month - BHM Online & Billboard Campaign

8:00 AM to 10:00PM

4 Billboards

Budget: **\$ 25,000**
4 screens

| Address | Descripti... | Target Reach ▼ |
|---|--------------|----------------|
| The Double Vision - Sunset S/L W/O Kings - FULL MOTION VIDEO (NC) | Billboards | 237,552 |
| The Wilshire Grand - Figueroa W/L N/O Seventh - WILSHIRE GRAND% | Billboards | 237,552 |
| 5822 Irving Ave | Billboards | 87,500 |
| 7250 Melrose Ave, Los Angeles, CA 90046 | Billboards | 43,750 |
| Grand total | | 606,355 |



All fees and costs outlines in this proposal are valid for 30 days.

MEDIA PLANNING

ADVERTORIAL/DISPLAY ADS
* Included in campaign

📍 2M Readers A Year

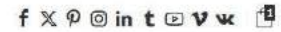
2 Permanent Featured
Business Articles or
Executive Interviews in
BeverlyHillsMagazine.com

Display Banner Ad
300 x 250

Schedule:
Mo-Su 24/7

[Visit Website](#)

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HOLLYWOOD SPOTLIGHT



Hollywood Celebrities

Hollywood Spotlight: Hugh Jackman

Jacqueline Maddison | July 9, 2024



Hollywood Celebrities

Hollywood Spotlight: Scarlett Johansson





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