

CITYWATCH

MEDIA SPONSORSHIP KIT

8-25-22



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CITYWATCH
Politics. Perspectives. Participation.



19
SAT, FEB

CITYWATCH
Politics. Perspectives. Participation.

CityWatch
Makes LA Tick

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Politics. Perspectives. Participation.

420 FILE
All Things Cannabis for LA

19
SAT, FEB

HOME NEIGHBORHOOD POLITICS CLIMATE WELLNESS LA WATCHDOG BUDGET ADVOCATES 420 FILE



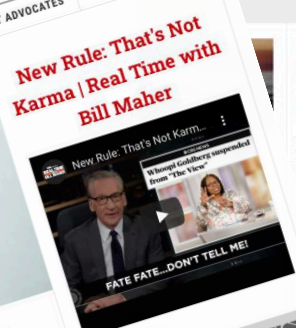
Los Angeles Ethics Commission Votes To Have State Appoint Hearing Judge For Englander Case

LA CORRUPTION - The Los Angeles Ethics Commission voted Wednesday to have the California Office of Administrative Hearings appoint an administrative law judge to serve as a hearing officer in the commissioner's case against former Councilman Mitchell Englander.

LOS ANGELES
Rick Caruso for Dictator?
HOWARD LEE ADAMS
17 FEBRUARY 2022
THE VIEW FROM HERE - And you thought Caruso was bad. Well, yeah Eric Garza's was bad.

NEIGHBORHOOD POLITICS
Former Councilman Herb Wesson Appointed To Temporarily Represent District 10
JURMANN BILLS
17 FEBRUARY 2022
SOUTH OF THE 10 - The president of the Los Angeles City Council Wednesday appointed former councilman Herb...

GELFAND'S WORLD
Can A Post Cold War Olympics Develop An Audience?
HOW GELFAND
17 FEBRUARY 2022
GELFAND'S WORLD - There was an era when the United States and the USSR were bitter rivals in the Olympic games.



New Rule: That's Not Karma | Real Time with Bill Maher

NEWS VIEWS

Dems, GOP Set Inflation, COVID Mandates as Election Themes
EXPLAINER: Why Half of Guantanamo's Prisoners Could Get Out

National Archives: Trump Took Classified Items to Mar-A-Lago
New California Bill Would Allow Private Citizens to Go After Gun Makers

Calif. Bill Modeled After Texas Abortion Law Would Let Citizens Enforce Weapons Ban

Volcanic Tsunami Foreshadows Effects of Glacier Melt From CO2
JOHN COLE
17 JANUARY 2022

The Oceans Are Overheating
ROBERT HUNDEKER
16 JANUARY 2022

CLIMATE
Scientists Fear Soaring Methane Levels Show Climate Feedback Loop Has Arrived
WILL JOHNSON
16 FEBRUARY 2022
METS WATCH - Fresh U.S. government spotlighting the need to curb methane concentrations in...

CLIMATE
A Wall Street Veteran Speaks Out on Inflation, Overvalued Stocks, Labor Shortages, & Serious Climate Change
ROBERT HUNDEKER
16 FEBRUARY 2022
CLIMATE POLITICS - Some time ago Jeremy Quaranta (SQ), a renowned value investor who runs the \$5.5-billion asset...

Heroic Savings
\$400 Rebate
Get a \$400 rebate on qualified energy efficiency upgrades.

ELECTRIC VEHICLES
Map showing electric vehicle charging stations across the United States.



Six Things Prospective Cannabis Business Owners Need to Know

CANNABIS BUSINESS - If you're a cannabis business owner, you know that the industry is constantly evolving. To stay ahead of the competition, it's important to keep up with the latest trends and techniques.

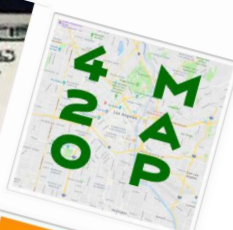
420 FILE NEWS
The Rocky Road for Black Cannabis Entrepreneurs, Past and Present
DANIEL ALEXANDER
17 JANUARY 2022
420 FILE - When the 1980s hip-hop Queen Shyama Smith was a 20-year-old dealer living on the Westside of Los...

420 FILE NEWS
It's Time For Biden To Keep His Promises On Marijuana
PAUL AMUNDSON
17 JANUARY 2022
420 FILE - Politicians are no strangers to making campaign promises. Delivering on those promises? Well, that's often another...

420 FILE NEWS
Best CBD Oil for Pain Relief and Inflammation
SOPHIE ARDEN
17 JANUARY 2022
ABOUT CBD - The best CBD oil will be quite vital for improving your health. There are many possible health benefits of CBD oils.



Dear Nurse Susan
use cannabis responsibly



CITYWATCH LA CANNABIS PODCAST

CITYWATCH

For Over 15 Years

Connecting SoCal People

With Issues That Matter



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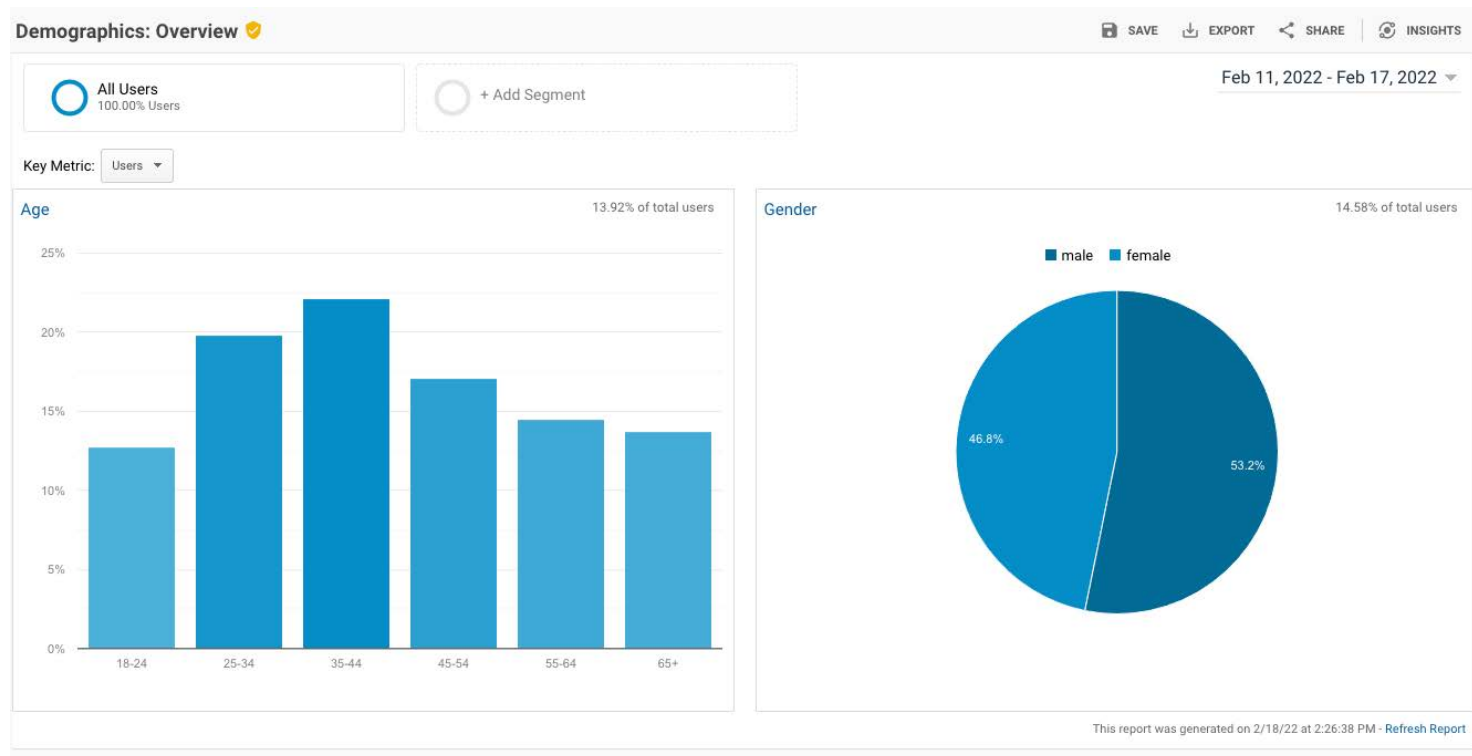
The Movers & Shakers of LA

*Politicos, Business CEO's, Lobbyists,
Accounting and Law Firms, Developers,
Small Business Leaders, and Thousands
of LA Activists*

All Read CityWatch

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Demographics



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Readers

Interests: Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Feb 11, 2022 - Feb 17, 2022

Key Metric: Users

Affinity Category (reach)

15.78% of total users

3.13%	<div style="width: 3.13%;"></div>	News & Politics/Avid News Readers
2.83%	<div style="width: 2.83%;"></div>	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2.80%	<div style="width: 2.80%;"></div>	Shoppers/Value Shoppers
2.68%	<div style="width: 2.68%;"></div>	Banking & Finance/Avid Investors
2.56%	<div style="width: 2.56%;"></div>	Sports & Fitness/Health & Fitness Buffs
2.54%	<div style="width: 2.54%;"></div>	Media & Entertainment/Movie Lovers
2.54%	<div style="width: 2.54%;"></div>	Travel/Travel Buffs
2.49%	<div style="width: 2.49%;"></div>	Lifestyles & Hobbies/Business Professionals
2.40%	<div style="width: 2.40%;"></div>	Lifestyles & Hobbies/Art & Theater Aficionados
2.33%	<div style="width: 2.33%;"></div>	Sports & Fitness/Sports Fans

In-Market Segment

13.34% of total users

3.00%	<div style="width: 3.00%;"></div>	Home & Garden/Home Decor
2.79%	<div style="width: 2.79%;"></div>	Financial Services/Investment Services
2.62%	<div style="width: 2.62%;"></div>	Employment
2.24%	<div style="width: 2.24%;"></div>	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.19%	<div style="width: 2.19%;"></div>	Real Estate/Residential Properties
2.00%	<div style="width: 2.00%;"></div>	Employment/Career Consulting Services
1.91%	<div style="width: 1.91%;"></div>	Business Services/Advertising & Marketing Services
1.80%	<div style="width: 1.80%;"></div>	Education/Post-Secondary Education
1.73%	<div style="width: 1.73%;"></div>	Financial Services/Banking Services
1.58%	<div style="width: 1.58%;"></div>	Business Services/Business Technology

Other Category

14.80% of total users

6.62%	<div style="width: 6.62%;"></div>	Arts & Entertainment/Celebrities & Entertainment News
3.84%	<div style="width: 3.84%;"></div>	Sports/Team Sports/American Football
3.57%	<div style="width: 3.57%;"></div>	News/Sports News
3.44%	<div style="width: 3.44%;"></div>	Arts & Entertainment/TV & Video/Online Video
2.41%	<div style="width: 2.41%;"></div>	News/Weather
2.19%	<div style="width: 2.19%;"></div>	News/Politics
1.91%	<div style="width: 1.91%;"></div>	Pets & Animals/Pets/Dogs
1.72%	<div style="width: 1.72%;"></div>	Food & Drink/Cooking & Recipes
1.40%	<div style="width: 1.40%;"></div>	News/Business News/Financial Markets News
1.38%	<div style="width: 1.38%;"></div>	Reference/General Reference/Dictionaries & Encyclopedias

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Awstat Metrics 2021

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2021	116,374	201,807	847,574	7,268,156
Feb 2021	284,415	412,856	1,295,194	16,891,100
Mar 2021	333,463	477,704	1,330,342	20,546,623
Apr 2021	158,329	266,678	965,426	11,480,568
May 2021	79,288	160,643	772,199	5,378,557
Jun 2021	269,458	367,156	1,059,254	14,020,905
Jul 2021	78,016	196,586	1,141,761	10,193,265
Aug 2021	5,698	130,394	1,286,448	2,485,044
Sep 2021	5,082	144,147	3,054,443	4,938,887
Oct 2021	154,476	228,802	2,092,826	3,176,555
Nov 2021	222,462	295,024	734,060	1,961,408
Dec 2021	134,381	193,299	566,776	1,984,839
Total	1,841,442	3,075,096	15,146,303	100,325,907

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Webalizer Metrics 2021/2022

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2022	77202	43478	29004	8376	82119	82046933	150775	522080	782620	1389646
Jan 2022	85668	47535	34594	9321	157954	153012657	288968	1072425	1473587	2655723
Dec 2021	95261	53470	42466	10588	192136	158964645	328238	1316474	1657595	2953119
Nov 2021	92987	56108	45233	15534	309849	158679622	466036	1356994	1683243	2789628
Oct 2021	122789	90484	81904	12570	212176	194422841	389671	2539038	2805008	3806479
Sep 2021	191987	133439	120142	13048	20074	152742910	391466	3604281	4003177	5759613
Aug 2021	113636	68661	68961	13289	18418	104793963	411966	2137807	2128511	3522721
Jul 2021	382871	350867	75234	17664	137033	316955797	547607	2332257	10876883	11869027
Jun 2021	510152	501344	54544	18431	328737	429793908	552956	1636324	15040335	15304571
May 2021	215041	205054	53089	11938	152954	223431217	370085	1645784	6356681	6666286
Apr 2021	426336	418282	56760	15082	248431	486835324	452470	1702824	12548466	12790097
Mar 2021	702211	694845	55095	20722	395866	869486374	642383	1707974	21540222	21768545
Totals						3331166191	4992621	21574262	80896328	91275455

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Google Analytics 2021



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Desktop versus Smartphone

Device Category [?]	Acquisition		
	Users [?] ↓	New Users [?]	Sessions [?]
	4,237,774 % of Total: 100.00% (4,237,774)	4,260,891 % of Total: 100.01% (4,260,633)	4,568,441 % of Total: 100.00% (4,568,441)
1. desktop	2,105,611 (49.84%)	2,102,494 (49.34%)	2,181,850 (47.76%)
2. mobile	1,987,705 (47.05%)	2,026,994 (47.57%)	2,247,239 (49.19%)
3. tablet	131,622 (3.12%)	131,403 (3.08%)	139,352 (3.05%)

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Some Top Stories



Title	Access	Author	Language	Date Created	Hits ▾
When will China Be Held Accountable for Spreading the Crimson Contagion? (Alias: when-will-china-be-held-accountable-for-spreading-the-crimson-contagion) Category: CW DC » DC DISPATCH w/Sara Corcoran	Public	CityWatch (Alias: Sara Corcoran)	All	2020-03-26	2261804
Senior US Intelligence Official Died by Suicide in June (Alias: senior-us-intelligence-official-died-by-suicide-in-june) Category: FRONT PAGE » IMPORTANT READS	Public	CityWatch (Alias: Matthew Cole & James Risen)	All	2020-08-27	2166856
CityWatch DC Interviews America's Top Military Analyst (Alias: citywatch-dc-interviews-america-s-top-military-analyst) Category: CW DC » DC DISPATCH w/Sara Corcoran	Public	CityWatch (Alias: Sara Corcoran)	All	2021-09-15	1811505
Dear Mullah Hibatullah Akhundzada (Alias: a-memo-to-the-taliban) Category: CW DC » DC DISPATCH w/Sara Corcoran	Public	CityWatch (Alias: Sara Corcoran)	All	2021-08-30	1664228
The Dark Underbelly of 'Vegan Activist' Organization DxE (Alias: the-dark-underbelly-of-vegan-activist-organization-dxe) Category: CW DC » DC DISPATCH w/Sara Corcoran	Public	CityWatch (Alias: Sara Corcoran)	All	2020-10-29	998514

*Information from backend of Joomla platform

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Site Sponsorship Opportunities

The screenshot shows the CityWatch website interface with several sponsorship opportunities highlighted by green arrows and text labels:

- AD**: Two placeholder boxes for advertisements at the top of the page.
- 1/4 Leader Banner**: Points to the top-left AD placeholder.
- 3/4 Leader Banner**: Points to the top-right AD placeholder.
- Sponsor Video**: Points to a video player featuring an ABC News interview.
- Custom Article(s)**: Points to a list of news articles in the 'NEIGHBORHOOD POLITICS' section.
- 300 x 250 Banner**: Points to a large orange banner for LADWP's solar program.
- Your Event Listing**: Points to an 'ACTION alert' section listing events like 'CULTURAL HERITAGE COMMISSION REGULAR' and 'Councilwoman Nury Martinez Presents the 9th Annual'.

Additional visible content includes the CityWatch logo with the tagline 'Politics. Perspectives. Participation.', the slogan 'CityWatch What LA Thinks', a date indicator '16 SUN, JUN', and a navigation menu with categories like 'HOME', 'NEIGHBORHOOD POLITICS', 'BE GREEN', 'WELLNESS', 'LA WATCHDOG', 'BUDGET ADVOCATES', '528 FILE', and 'DOME WATCH'.



Talk to an advertising representative.
Let us customize a marketing plan for you.

*See why CityWatchLA.com is the leading opinion, news
and views web publication in Southern California.*

*We promote civic engagement and provide a voice for the
voiceless.*

For more information, contact:

Jim Hampton
jim@greenhousemg.com