

LAJOLLA.COM

ADVERTISING KIT



who we are

LaJolla.com is the leading online advertiser for the La Jolla, San Diego, and Southern California areas.

We answer the questions our readers and your customers are looking for.

where to eat
where to shop
where to stay

our mission

Our mission for our advertising partners is simple. We put your business in front of intentful customers.

our vision

Our vision is to create the best experience for our readership in order to be their go-to resource for all things La Jolla and Southern California. We do this by listening to what our readership wants to read and curating our editorial to this.

1M+

1,200,000+
READERSHIP

#1

YOUR #1 RESOURCE
FOR ADVERTISING
LOCALLY

70%

70% LOCAL
READERSHIP

Let's work together!

We at LaJolla.com are not only local San Diegans, we are also experienced SEO's and Digital Marketers. We combine our digital marketing expertise with the authority of LaJolla.com in order to drive the most value possible for our advertising partners.

SERVICES & RATES

FULL PACKAGE

\$5,500

A full media presence on LaJolla.com for your business. The Full Package includes a custom curated online strategy, a business profile on LaJolla.com, strategy driven content, newsletter, social media blasts and more.

STRATEGY DRIVEN CONTENT

\$2,500

Written articles with a curated strategy to reach your target customer. These articles reach and put your business in the forefront of your target customer.

CUSTOM PACKAGES

Custom packages to fit almost any budget.

- SEO
- Custom Content
- Social Media
- Email Newsletter
- Banner Ads
- Online Strategy

Brands we've worked with:

**HILTON -
TORREY PINES**



CANNABIST



FORNO PIOMBO



CASE STUDY

CANNABIST



CHALLENGE

Help promote a local business which is in a vertical that limits the outlets it can advertise on.

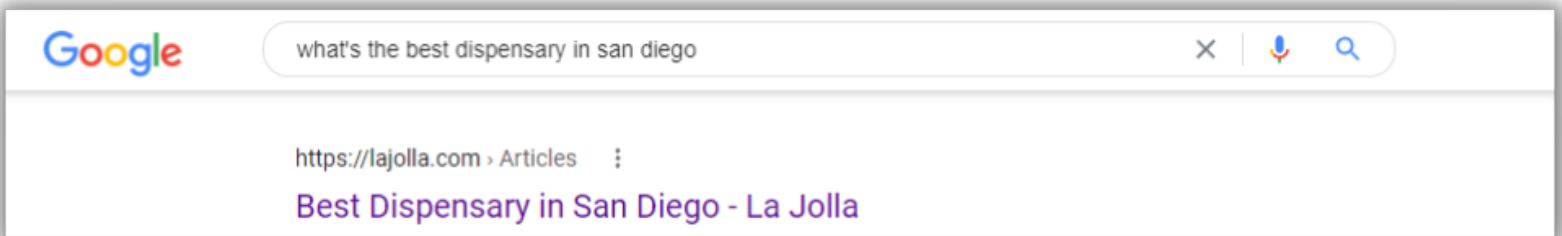
MISSION

Drive local brand awareness and purchase intent by leveraging intent based internet searches of local potential customers.

CONCEPT

Utilize the La Jolla content team to develop content that will rank for real world searches by local customers.

Potential customers find the answer to their searches via Cannabist branded content, driving customers to the door.



RESULTS

1,574,449 LOCAL IMPRESSIONS

27 CONTENT PIECES CREATED

14 GOOGLE 1&2 RANKINGS