

## TRUSTED ADVISOR PROGRAM



The Los Angeles Business Journal's **Trusted Advisor** program gives professional service providers the

opportunity to share their expertise, build their reputation and amplify their firm's brand with a featured custom content column. **This includes a 700 word bylined column, headshot, name, title, and contact information along with our Trusted Advisor seal.** These columns can be published in any issue and will be broadcast across the Los Angeles Business Journal's print, online and social media platforms. The columns will be featured in a premium position alongside the Los Angeles Business Journal's editorial to gain increased exposure of Los Angeles' most influential business executives in Los Angeles.

The success of this program has helped our past Trusted Advisor participants with driving business development and deals, hiring of top talent, client retention, and brand visibility for the individual and firm with our 98,500 executive readers.



### Print Articles

Los Angeles Business journal reaches 98,500 business executives each week. Articles will be published along with the author's photo, title and contact information.



### Online Articles

Advisory articles are published on [labusinessjournal.com](http://labusinessjournal.com), a site that receives over 80,000 monthly visits and 180,000 monthly pageviews.



### Electronic Article Reprints

You can print articles for distribution at events and speaking engagements, or email articles to your own database of contacts.



### Web and Social Media Links

Members will receive a link to the Los Angeles Business Journal article to use in promotion.

**1x: \$6,000 net**

- 700 Word Bylined Column
- Name
- Headshot
- Title
- Contact Information
- Link to website