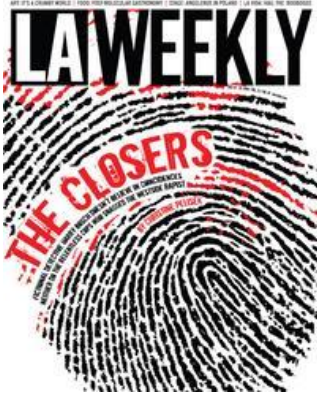


Is Anyone Profitable?

Written by Crackpot



Could the L.A. Weekly be the most profitable ad sales paper in Los Angeles?

Even a casual glance at a regular edition of L.A. Times, Hollywood Reporter or Variety shows a definite lack of ads. Yet, L.A. weekly, the freebee standard of what is cool and hip packs more pages of ads than content. In fact, their first page mostly just directs you to their website, the rest is ads.

Why is that? Strippers and Pot Dealers need love too.

There is some good legit free stuff, such as the upcoming Toad the Wet Sprocket at Pershing Square. However the L.A. Weekly's bread and butter has been people who spread. Guess what? These folks are hurting too! Hollyweed is boasting a FREE 1/8 for first time patients. Home of Compassion boasts no 1/8 over \$45 bucks and \$10 off. The 2 AM Pharmacy claims FREE samples. Branford Caregivers (the ad with the naked lady) gives a free gram. Of what? We don't know.

In what is really a sign of the times, the strip clubs have deals! Pages and pages of deals. the Silver Reign is giving away tickets to CRUE Fest. Almost every club offers free admission with a coupon. However the Spearmint Rhino takes the cake, they have lowered all lap dances to \$5 for the month of July! Free ones with a paid admission.

So apparantly the recession has been a weird moral compass. Most of the stuff out there, we are finding we really don't need. It's hitting these joints hard.

I guess the only one making any money is.. the L.A. Weekly.