



OUR VISION

is to be the leading provider of relevant local information that engages our community.

OUR MISSION

is to provide news and information that empowers our audience, engages our community and impacts the world.



arcadiaweekly.com



monroviaweekly.com



pasadenaindependent.com



sierramadreweekly.com

About Us

BEACON MEDIA NEWS

is a staple of San Gabriel Valley as we continue to provide hyper-local news throughout the Communities we serve, spanning into our third decade. Our group of 27 newspapers -- notably the Arcadia Weekly, Monrovia Weekly, Pasadena Weekly and Sierra Madre Weekly (AMPS) -- covers more cities than any other weekly newspaper group within in our footprint. Combined with our digital products, AMPS reaches an estimated 40,000 weekly readers, visitors, followers and opted-in e-newsblast recipients.

Our dedicated editorial staff and passionate reporters have carved a successful niche that empowers our readers with relevant community news and information in politics, education, business, real estate, local events, health, entertainment and sports.

Additionally, our veteran sales and marketing team, armed with decades of experience in local print and digital media advertising sales, has the expertise to confidently guide you in making effective marketing decisions to attract, retain and grow your customer base.

Altogether, our team works as one to empower and engage our advertisers and readers with tools and information necessary to improve their everyday lives.

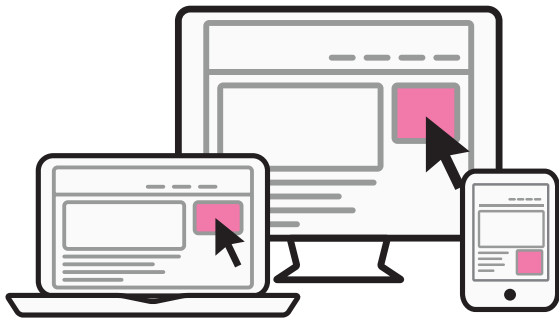
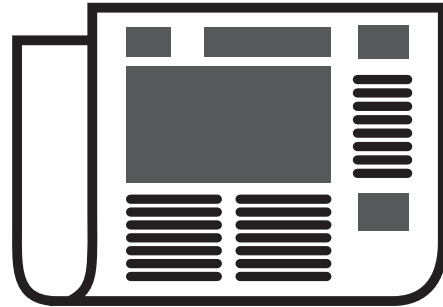


Our Portfolio

Our platform of products and services command widespread brand awareness and loyalty from our thousands of local readers, visitors and followers. Beacon Media News can provide your company with an array of advertising opportunities to attract your desired customers to help grow your business.

Newspapers

- Weekly publication every Thursday
- Available at 400 high-traffic locations
- Pick-up rate (96%)



Websites

- Daily posts
- 25,000+ Unique Sessions

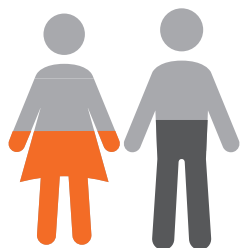
E Newsletter, Custom Eblasts

- Custom -- 10,000+ opted-in recipients
- E-Newsletter -- 10,000+ opted-in local recipients
- Average open rate (16%)



Audience

GENDER

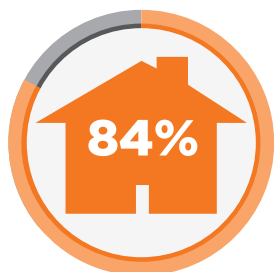


FEMALE
52%
MALE
48%

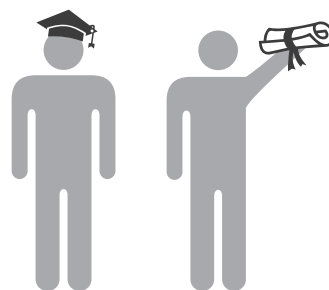
MEDIAN ANNUAL INCOME

\$78 k

HOME OWNERSHIP

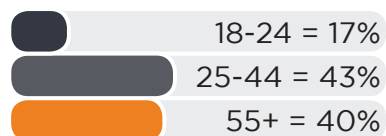


COLLEGE DEGREE

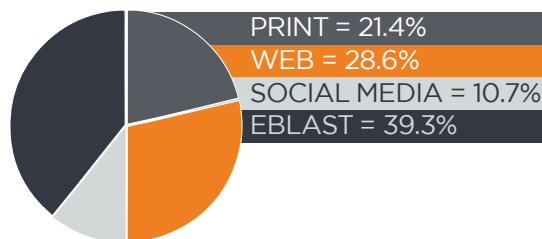


GRADUATE
37%
POST-GRADUATE
39%

NEWSREADERSHIP BY AGE



OUR MULTIMEDIA PLATFORM AUDIENCE



Online Advertising Rates

Rates are per insertion and include one ad placed in four publications: **Arcadia Weekly, Monrovia Weekly, Pasadena Independent & Sierra Madre Weekly.**

| Web Position | Specs | Monthly Rate | Weekly Rate |
|-----------------------|------------------|--------------|-------------|
| Homepage Leaderboard | 728 x 90 pixels | \$350 | \$100 |
| Non-homepage | | \$175 | \$50 |
| Skyscraper | 160 x 600 pixels | \$195 | \$65 |
| Non-homepage | | \$98 | \$33 |
| Homepage Rotating Box | 300 x 250 pixels | \$175 | \$50 |
| Non-homepage | | \$88 | \$25 |

| Eblast: | Specs | 1x Rate | Frequency Rate |
|--------------|-------------------|---------|----------------------|
| Custom | 600 x 1000 pixels | \$195 | Available on request |
| E-Newsletter | 300 x 250 pixels | \$95 | Available on request |

Deadlines

Publication day is Thursday every week. Space and copy deadline is 2 pm Friday prior to Thursday publication. Camera-ready ads are due at 2 pm Monday prior to Thursday publication

Submitting Ads

- Please provide ads in one of the following programs:
- Adobe Illustrator CS5 or lower
 - Adobe InDesign CS5 or lower
 - Adobe Acrobat (PDF)
 - Adobe Photoshop CS5 or lower (TIFF or JPEG)
 - We support PC and MAC
 - Files may be sent via Dropbox link
 - Email up to 5 megabytes to: advertising@beaconmedianews.com

Revisions & Approvals

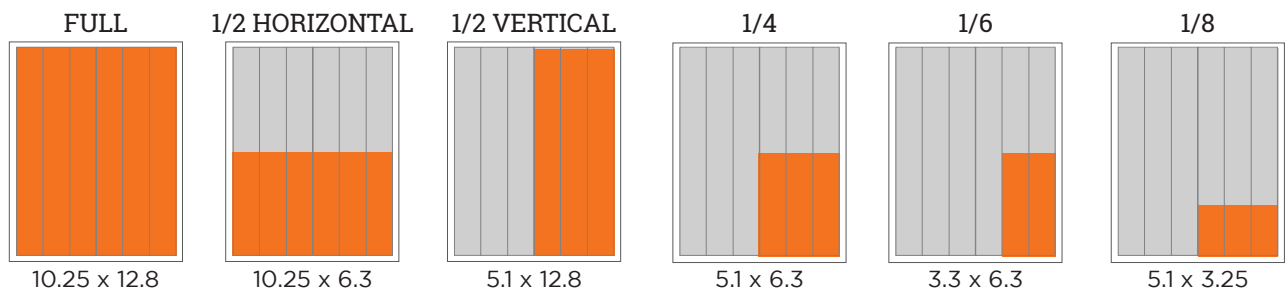
Please spell check and grammar check ad copy before submission. Only one revision is allowed. Ads must be approved by 4 pm, Monday.

Print Ad Rates

Rates are per insertion and include one ad placed in four publications: **Arcadia Weekly, Monrovia Weekly, Pasadena Independent & Sierra Madre Weekly.**

10% discount for consecutive week run • 26x and 52x rates available on request

| Ad Size | 1x | 3x | 6x | 13x | Color |
|-----------|-----|-----|-----|-----|-------|
| Full page | 750 | 675 | 600 | 525 | 150 |
| ½ page | 400 | 360 | 320 | 280 | 120 |
| ¼ page | 300 | 270 | 240 | 210 | 120 |
| ⅛ page | 215 | 195 | 175 | 155 | 90 |



Los Angeles DMA Rates

(Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties)

| Ad Size | 1x | 3x | 6x | 13x | Color |
|--------------|-----|-----|-----|-----|-------|
| Full page | 500 | 450 | 400 | 350 | 150 |
| Half page | 300 | 270 | 240 | 210 | 120 |
| Quarter page | 200 | 180 | 160 | 140 | 120 |

Rates are per insertion and include one ad placed in 23 primarily legal publications: **Anaheim Press • Alhambra Press • Azusa Beacon • Baldwin Park Press • Belmont Beacon • Burbank Independent • Corona News Press • Duarte Dispatch • El Monte Examiner • Glendale Independent • Monterey Park Press • Ontario News Press • Oxnard News Press • Pasadena Press • Riverside Independent • Rosemead Reader • San Bernardino Press • San Gabriel Sun • Simi Valley News Press • Temple City Tribune • Ventura News Press • West Covina Press.**

10% discount for consecutive week run • 26x and 52x rates available on request

2018 Calendar

| Section/Theme | Pub Date | Space Deadline |
|--------------------------|------------------------|----------------|
| Fitness & Healthy Dining | January (entire month) | Friday prior |
| Valentine's Dining | February 1 & 8 | January 26 |
| Spring Arts | March 15 | March 9 |
| Summer Camps | March 22 | March 16 |
| Mother's Day | May 3, 10 | April 27 |
| Graduation Pages | June (entire month) | Friday prior |
| Readers' Choice | August 30 | August 17 |
| Fall Arts | September 20 | September 14 |
| Education Guide | October 11 | October 5 |
| Holiday Dining | November & December | Friday prior |

* Special Section | ** Theme Pages

Our Team

Chief Executive Officer – Jesse Dillon, jdillon@beaconmedianews.com
Chief Operating Officer – Andrea Olivas, aolivas@beaconmedianews.com

News – editorial@beaconmedianews.com

Amelia Lucero – *Managing Editor*, alucero@beaconmedianews.com
Terry Miller – *Editor & Photographer*, tmiller@beaconmedianews.com

Graphics/Production – production@beaconmedianews.com

Tony Virrueta – *Production Designer*, production@beaconmedianews.com

Accounting

Vera Shamon, nshamon@beaconmedianews.com

Sales – advertising@beaconmedianews.com

Fred Bankston – *Key Accounts Manager*, fbankston@beaconmedianews.com
Jose Luis Correa – *Senior Account Manager*, jlcorrea@beaconmedianews.com

Legal Advertising

Annette Reyes, legals@beaconmedianews.com