



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.

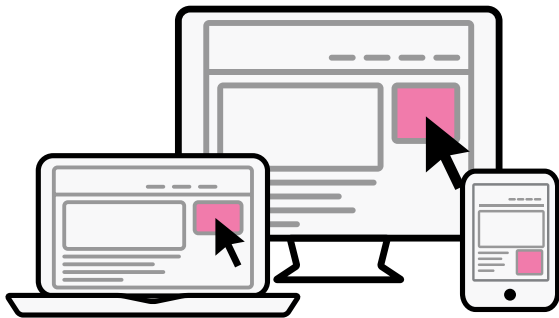
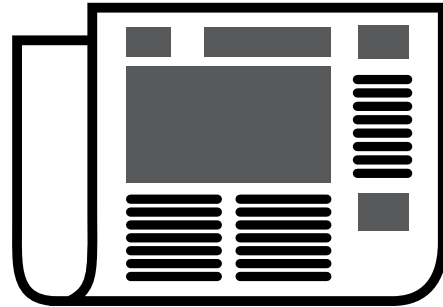


Our Portfolio

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

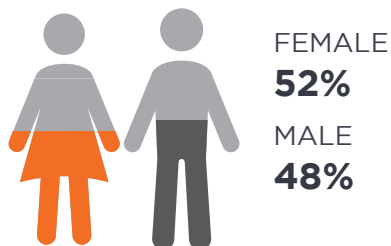
E Newsletter, Custom Eblasts

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



Audience

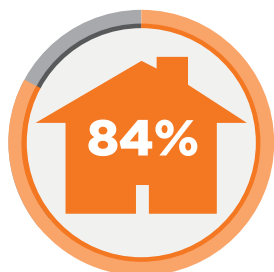
GENDER



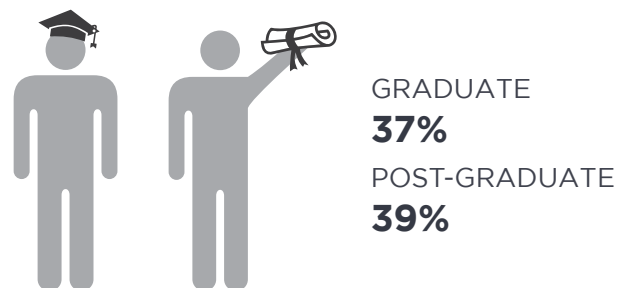
MEDIAN ANNUAL INCOME

\$78 k

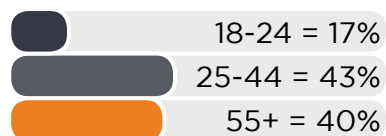
HOME OWNERSHIP



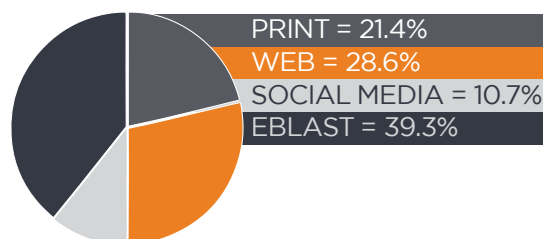
COLLEGE DEGREE



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
Banner			
	728 x 90 pixels		
Homepage - Top		\$345	\$95
Homepage - Bottom		\$275	\$75
Skyscraper			
	450 x 900 pixels		
Homepage		\$195	\$65
Category pages		\$125	\$45
Post pages		\$95	\$25
Box			
	330 x 275 pixels		
Homepage		\$175	\$50
Category pages		\$115	\$25
Post pages		\$75	\$15
Eblast			
	Specs		
Custom			
AMPS	600 x 1000 pixels	\$495	\$195
AMPS+LA	600 x 1000 pixels	\$1,295	\$495
E-Newsletter			
Box	300 x 295 pixels	\$175	\$175
Banner	600 x 250 pixels	\$195	\$195

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

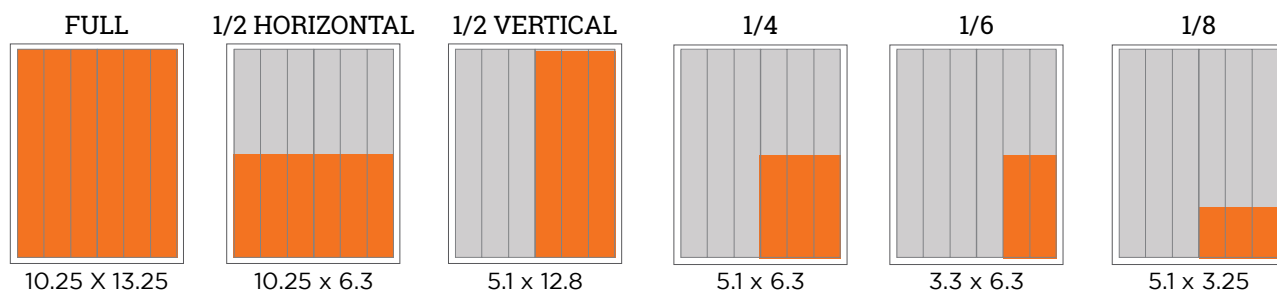
Please spell check and grammar check ad copy before submission. Only one revision is allowed. Ads must be approved by 4 pm, Monday.

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
⅓ 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