



[arcadiaweekly.com](http://arcadiaweekly.com)



[monroviaweekly.com](http://monroviaweekly.com)



[pasadenaindependent.com](http://pasadenaindependent.com)

125 E. Chestnut Avenue | Monrovia, CA 91016 | [www.beaconmedianews.com](http://www.beaconmedianews.com) | 626.301.1010

## About Us

**For more than 20 years,** Beacon Media News has been a staple of Southern California providing hyper-local news throughout the San Gabriel Valley. As a print and digital media publisher, Beacon's portfolio of products and services enjoy widespread brand awareness and loyalty with more than 145,000 monthly readers, visitors, followers and opted-in e-newsblast recipients.

Our dedicated editorial staff publishes weekly newspapers in more than 20 cities, notably Pasadena Independent, Arcadia Weekly, and Monrovia Weekly. Our passionate reporters have carved a successful niche that empowers our readers with relevant community news and information in politics, education, business, real estate, environment, local events, health, entertainment and sports.

Our experienced sales team has decades of experience with local and national print and digital media and the expertise to confidently guide you in making effective marketing decisions for your business or organization.

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

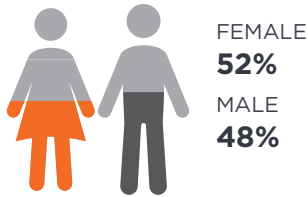
**OUR MISSION** is to provide news and information that empowers our audience, engages our community and impacts the world.

 Arcadia  
Weekly MONROVIA  
WEEKLY PASADENA  
Independent

# Our Readers

Beacon Media News covers more cities, on a weekly basis, than any other weekly publication, in the Greater San Gabriel Valley - Our publications can be found in over 400 locations.

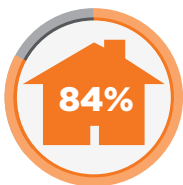
## GENDER



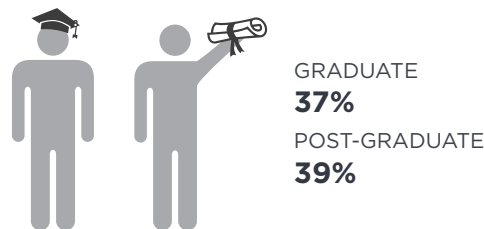
## MEDIAN ANNUAL INCOME

**\$78 k**

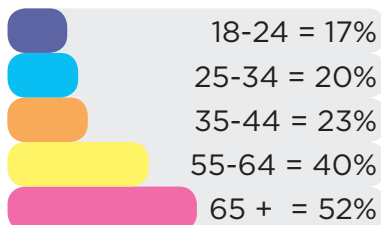
## HOME OWNERSHIP



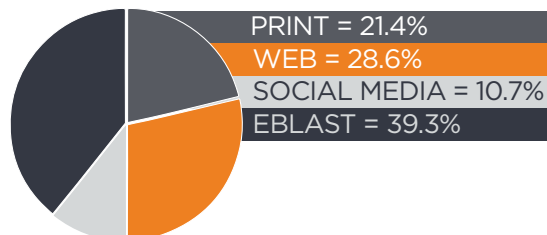
## COLLEGE DEGREE



## NEWSREADERSHIP BY AGE



## OUR MULTIMEDIA PLATFORM AUDIENCE

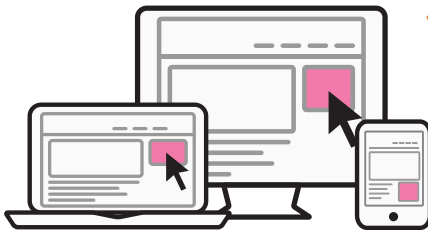
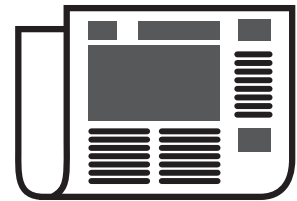


## Our Portfolio

Our portfolio 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.

### Newspapers

Beacon Media News' strong readership in its West San Gabriel Valley footprint (Arcadia Weekly, Monrovia Weekly, Pasadena Independent, Sierra Madre Weekly) is 20% larger than the Pasadena Star News making it a must buy for your print advertising needs. Our newspapers publish every Thursday are free and available at 400+ key high traffic locations (like city halls, libraries, community centers, businesses, restaurants, cafes, bars, car washes and schools) to facilitate pick-up and make it easy for your message to be seen by our dynamic audience. More than 90% are picked up. Advertisements are communal.



### Web & Digital Advertising

Your print buy automatically includes a box ad or skyscraper on all four websites affiliated with our newspapers. Our websites provide real time news and extended versions of our stories run in our newspapers. of our highly popular websites to increase the cumulative number that sees your ad.

### SEARCH ENGINE OPTIMIZATION (SEO)

We take your print ad and transform them to valuable search engine optimized content to boost your visibility when people search online. A complimentary directory stores information rich with keywords, links, tags and other information for search to capture. We provide reports to show how your ranking is improved.



### E Newsletter, Custom Eblasts



Including your message in our high-impact e-newsletter further augments your total reach. We engage our 10,000+ opted-in recipients with our news updates and wildly popular photo contest.

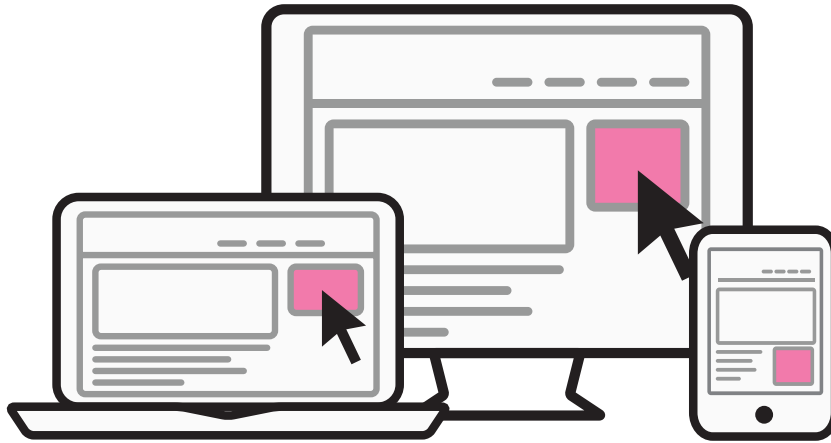
### Pre-print Inserts

For less than the cost of a ¼ page ad, you're able single-out your message with a pre-print insert. The value of preprinted inserts to carry your full color advertising message to your prospects. They provide special product information, pricing and coupons for your products and services.



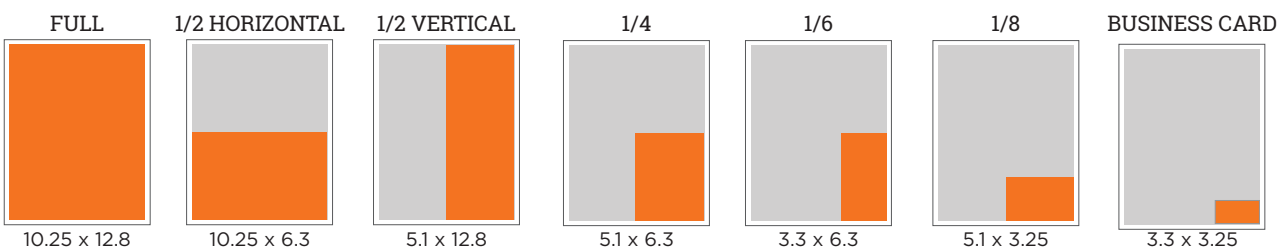
# Multimedia Advertising Rates

Our Multimedia Bundle provides maximum reach for your promotion. Rates are per insertion and include ads in all four publications and affiliated websites. Twitter, Facebook and Search Engine Optimization.



Ad Size	Ad Specs	Open Rate	3x	6x	13x	Color Charge
Full page	10.25 x 12.8	1374	1259	1086	1036	150
1/2 page	10.25 x 6.3 (h) 5.1 x 12.8 (v)	711	686	661	636	150
1/4 page	5.1 x 6.3	461	436	411	386	-
1/6 page	3.3 x 6.3	361	336	311	286	-
1/8 page	5.1 x 3.25	324	299	273	249	-
Business Card	3.3 x 3.25	211	199	186	174	-

26X and 52X rates available upon request.



# Online Advertising Rates

Web:	Ad Specs	Open Rate	3x	6x	13x
Rotating Box	300 x 250 pixels	80	70	60	50
Leaderboard	728 x 90 Pixels	100	90	80	70
Skyscraper	160 x 600 pixels	90	80	70	60

Rates are per week and include all four newspaper websites: ArcadiaWeekly.com, MonroviaWeekly.com, PasadenaIndependent.com & SierraMadreWeekly.com.

Eblast:	Ad Size	Open Rate	3x	6x	13x
E-Newsletter	300 x 250 pixels	150	125	100	75
Custom	300 x 250 pixels	250	200	150	100

Rates are weekly

Search Engine Optimization (SEO):	Open Rate	3x	6x	13x
	149	129	119	99

Rates are weekly

## Deadlines

We publish every Thursday. 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](mailto: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.

## Pre-Print Insert Rates

Full Distribution Only @ \$195 flat rate. Space & copy deadline is 2 pm Friday prior to Thursday insertion. Camera-ready inserts must be at distribution center by noon Tuesday prior. Please call for information about our low-cost print and deliver program.



# Calendar

Section/Theme	Pub Date	Space Deadline
Fitness & Healthy Dining*	January (entire month)	Friday prior
Catholic Schools Week**	January 26	January 20
Seniors NOW**	February 23	February 3
Spring Arts*	March 9	March 3
Summer Camps*	March 16	March 3
Continuing Education**	May 18	Friday prior
Graduations**	June 8	June 2
Back to School**	June 15	June 9
Readers' Choice*	August 24	August 11
Fall Arts*	September 14	September 8
Health Care**	September 29	September 22
Education Guide*	October 12	October 6
Small Business Saturday**	November 16, 23	November 10
Holiday Dining & Shopping**	December (entire mo)	Friday prior

\* Special Section | \*\* Theme Pages

## Contact

**Founder/President/Publisher** – Von Raees, [von@beaconmedianews.com](mailto:von@beaconmedianews.com)

**Chief Executive Officer** – Jesse Dillon, [jdillon@beaconmedianews.com](mailto:jdillon@beaconmedianews.com)

**Chief Operating Officer** – Andrea Olivas, [aolivas@beaconmedianews.com](mailto:aolivas@beaconmedianews.com)

**News** – [editor@beaconmedianews.com](mailto:editor@beaconmedianews.com)

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**Graphics/Production** – [production@beaconmedianews.com](mailto:production@beaconmedianews.com)

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**Accounting**

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**Sales** – [advertising@beaconmedianews.com](mailto:advertising@beaconmedianews.com)

Fred Bankston – *Key Accounts Manager*, [fbankston@beaconmedianews.com](mailto:fbankston@beaconmedianews.com)

Jose Luis Correa – *Senior Account Manager*, [jlcorrea@beaconmedianews.com](mailto:jlcorrea@beaconmedianews.com)

Richard Jones – *Multimedia Account Executive*, [rjones@beaconmedianews.com](mailto:rjones@beaconmedianews.com)

**Legal advertising**

Annette Reyes, [legals@beaconmedianews.com](mailto:legals@beaconmedianews.com)



# Newspaper Ad Rates

Rates are per Insertion and include all three newspapers: Arcadia Weekly, Monrovia Weekly & Pasadena Independent + 1 week rotating web box ad on all three websites.

	Ad Specs	Open Rate	3x	6x	13x	Color
Full page	10.25 x 12.8	795	675	555	415	150
1/2 page	10.25 x 6.3 (h) 5.1 x 12.8 (v)	395	375	355	315	75
1/4 page	5.1 x 6.3	295	275	255	215	50
1/6 page	3.3 x 6.3	215	205	195	175	25
1/8 page	5.1 x 3.25	155	145	135	115	25
Business Card	3.3 x 3.25	95	85	75	55	25