



2015 MEDIA KIT

Armijo Newspapers And Public Relations

14144 Central Avenue #H

Chino, California 91710

909.464.1200

www.anapr.com

Connect with Your Community.
Print, Web, Social Media, & Video Ad Services



Armijo Newspapers has been providing local news to communities throughout the Inland Empire, San Gabriel Valley and Riverside County for over 16 years. Our newspapers are free to the public and are doorstep delivered to homes, bulk dropped to businesses and community centers, and direct mailed to Business Owners, Chamber and Council members. Our print publications—The Eastvale Community News and The Weekly News—cover the areas of Eastvale, Corona, Norco, Chino Hills, Walnut, Diamond Bar and includes other news-worthy content from throughout the Inland Empire, Orange County and San Gabriel Valley. Local news stories can also be found on www.anapr.com under Eastvale Community News, The Weekly News or SGV & IE Community News. Updates are also posted regularly on our Facebook pages (Eastvale Community News, Weekly News) and Twitter accounts.

We are a family oriented business with a direct connection with our local communities, having lived, worked and served in many cities throughout the Inland Empire and San Gabriel Valley. Our staff members and writers keep connected to the pulse of the community through active participation in a variety of professional, municipal and community organizations throughout Eastvale, Norco, Corona, Walnut, Diamond Bar and more.

We offer affordable and targeted advertising solutions that connect businesses with high income communities.

- **Print Advertising**
- **Social Media Promotion**
- **Online Advertising**
- **Video Ad Services**

The ABC Public Relations division of our business supports a variety of school districts, government agencies and municipalities with their public relations and communication efforts developing newsletters, brochures, flyers, mailers, campaigns bond initiatives, websites, Facebook pages and social media campaigns. Visit ABCPublicRelations.com for more information about our services.

Contact Us

Advertising: Visit www.anapr.com/advertise or call **909-464-1200** to speak to an advertising executive.

Press Releases/Content Submission: Email to: Editor@anapr.com

Art/Ad Submissions: Email to: Design@anapr.com

General Information: Email to: Info@anapr.com



Eastvale is a dynamic community!

- One of the highest income neighborhoods in the Inland Empire.
- Population: 57,000
- 5th Fastest Growing City in California
- Median Income 2012: Eastvale \$109,841 (2008-2012)
- 83% own their own homes
- 47% make over \$100,000
- centrally located to the 15, 91, 60 and 71 freeways

(sources: www.cityofeastvale.org, <http://quickfacts.census.gov/qfd/states/06/0621230.html>)

Meet Our Newspaper!

- Direct Delivery to nearly 17,000 Homes
- 3500 Bulk Drop Off to local businesses in Eastvale, Norco & Corona
- Direct Mail to Chamber of Commerce and City Council Members
- Official Newsletter of the Eastvale Chamber of Commerce
- Dedicated “City of Eastvale” page
- Police and Fire Updates
- Pastors Page and Lifestyle
- School News
- Facebook and Twitter Accounts

We are the local paper that keeps our community connected.



We have been doing business with the Eastvale Community News since the day we opened our store in the Eastvale Gateway Shopping Center in May of 2012.

The monthly newspaper does an outstanding job of reaching the community and really focusing in on local Eastvale news. The newspaper really helped to spread the news of our opening and we continue to see a very nice redemption rate of the coupons in our ad.

The entire staff at the newspaper is attentive, communication is excellent and the art department does a really good job of laying out the ads for us.

I would highly recommend the Eastvale Community Newspaper for any local advertiser.

Chris Mitsos
Vice President
Mountain View Tire & Service Inc.



Weekly News

Advertise in these High Income Communities

- High Median Household Incomes
 - Walnut \$94,178
 - Chino Hills \$93,736
 - Diamond Bar \$83,766
- Population
 - Walnut 30,011
 - Chino Hills 76,457
 - Diamond Bar 56,363

(sources: <http://www.city-data.com/city/Diamond-Bar-California.html>, <http://www.city-data.com/city/Chino-Hills-California.html>, <http://www.city-data.com/city/Walnut-California.html>)

Meet Our Newspaper!

- Direct Delivery to over 26,000 Homes every Week
- 3200 Bulk Drop Off to Local Businesses in Diamond Bar, Chino Hills and Walnut
- Direct Mail to 400 Business Owners in the Local Area.
- Direct Mail to Chamber of Commerce and City Council Members
- Local Area News
- Our Life and Regular Column Contributors
- Local School Updates
- Coupon Central
- Business Features
- Facebook and Twitter Accounts (Nearly 7,000 followers)
- Online and Mobile version at www.anapr.com

CALL TO ADVERTISE: 909.464.1200
Volume 16
Issue 33
Feb 22 - 28, 2014

COMMUNITY NEWS • SERVING 30 CITIES IN THE SAN GABRIEL VALLEY AND THE INLAND EMPIRE

OC News

Diesel Fuel Theft

Street Reports

IE News

Suspect Shot After Walnut Robbery

Council Looking To Save Bob's Big Boy

Weekly Directory

Our Life... p.2
Community Events... p.3
Schools... p.5
Coupon Central... p.11

Walnut/DB Chino Hills Weather

Walnut Hills Village

20747 Amar Road, Walnut
(1/2 block west of Grand Avenue)

Walnut Hills Village

20747 Amar Road, Walnut
(1/2 block west of Grand Avenue)

Coupon Central

4 Weeks of Ads \$160 (NO CONTRACTS NO HIDDEN CHARGES)

Affordable advertising reaching over 50,000 residents.

Price includes Facebook and internet exposure

DEADLINE: WEDNESDAY 3 PM
PUBLISHED EVERY FRIDAY

CALL FOR DETAILS: (909) 464-1200

Gift Baskets

Dan's Budget

Kingdom

Book Rack

Express Wash

THE WHOLE ENCHILADA

MARY SU

I've owned my Real Estate Company for 20 years and have tried various forms of advertising during that period. I am so happy to report that I started advertising with Armijo News over 2 years ago. I get IMMEDIATE results with my ads. I get inquiries by phone and email on the ads that I place in their varying newspaper outlets. As a small business, I need to know that my ads are read and effective. With Armijo News, I can see the results instantly. I know my advertising dollars are being put to good use. Armijo News offers me many opportunities to grow my business through their social media campaigns, news stories about my company, and eye-catching ads. I've tried large newspapers, internet-only banner ads, local TV spots, but nothing has achieved the response that I get from advertising with Armijo News.

Gil Rivera

Realtor-Broker-Owner — www.SellYourCasa.com

Mandarin Taste serves authentic cuisine

TASTE (top page)

Treat Yourself Well

Spa Package

GIL RIVERA SELLs homes with FULL SERVICE and HONESTY! \$115 million in home SALES! I can SELL to financed or ALL-CASH Buyers in any City!

Online Advertising

Advertising on **anapr.com** is easy! You can supply us with a "web ready" ad in the sizes listed below. Or we can create one for you at an additional charge. Contact us for pricing and details: **909.464.1200**.

Banner Ads

- Accepted ad sizes (pixels 72 dpi):
125x250, 250x250, 250x300, 300x100, 300x250, 728x90 (see examples at right).
- Submitted ads must be a single "web ready" art file in JPEG, GIF, PNG, or TIFF format. (Ad design will require additional charge.)
- Ads will be linked to open in a new window when clicked as applicable if a web address is provided.

Ads will appear site wide on a rotational basis (for the period specified in the contract) as follows:

- All pages:**
Left Sidebar: 125x250
Right Sidebar: 250x250, 250x300
Footer: 728x90
- Story pages only:**
After Post: 300x100, 300x250

Business Features

Business Features are full articles that tell your business story. These are a great way to connect to the reader and stand out from the crowd. Personalize your business and share how your services have helped your customers. Business Features are highlighted on the home page and stay permanently under the Business Features tab.

Business Features

Left Sidebar

Small Rectangle
125
X
250
pixels
(1x2)

Right Sidebar

Square
250 x 250
pixels
(1x1)

Medium Rectangle Vertical
250 x 300
pixels
(2.5x3)

After Post

Banner
300 x 100 pixels
(3x1)

Medium Rectangle Horizontal
300 x 250
pixels
(3x2.5)

Footer

Leaderboard Banner
728 x 90 pixels
(7x1 proportion)

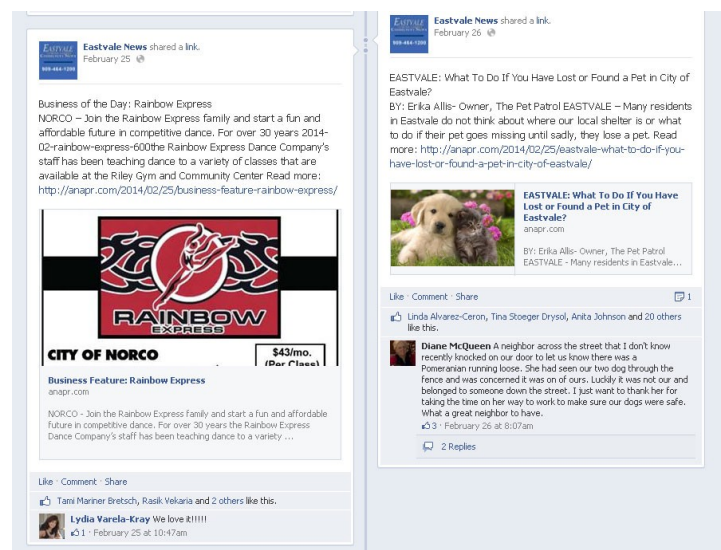


Social Media Action at ANAPR

Businesses can connect to our followers through Facebook/Twitter posts and Business Feature articles that are posted on our accounts. Call 909.464.1200 for pricing.

Engage With ANAPR Followers:

- Active Facebook Accounts For both Eastvale Community News and Weekly News
 - 4,582 Followers on Eastvale Community News
 - 3,174 Followers on Weekly News
 - 3287 Followers on @ANAPR4
- Our followers actively connect with us for
 - Breaking News
 - Local Happenings
 - Police and Fire Activity
 - Traffic Updates
 - Business News
 - Coupons and Savings
 - Pet News



Video Ads

15 – 30 Second “Pan & Scan” video ads for web posting (website, Facebook, YouTube).

Call for information and pricing at 909.464.1200

