



# Chronicle ADVERTISING RATES

Start Advertising Today!  
951-461-3450

The Chronicle prints 10,000 papers every other month

Ad Description (all full color)	Ad Size (inch)	Per Issue with a 6 Issue Contract*	Per Issue with a 3 Issue Contract*	Open Rate** (1 Issue)
Premium Page (A) (BP, 3, IBP)	10.19W X 15.75H	\$1490 (\$745/mo.)	\$1640 (\$820/mo.)	\$1830
Full Page (A)	10.19W X 15.75H	\$990 (\$495/mo.)	\$1090 (\$545/mo.)	\$1386
3/4 Page (B)	7.6W X 15.5H	\$890 (\$445/mo.)	\$980 (\$490/mo.)	\$1246
1/2 Page - vertical (C)	5W X 15.75H	\$760 (\$380/mo.)	\$836 (\$418/mo.)	\$1064
1/2 Page - horizontal (D)	10.19W X 7.6H	\$760 (\$380/mo.)	\$836 (\$418/mo.)	\$1064
1/3 Page - vertical (E)	5W X 9.2H	\$570 (\$285/mo.)	\$628 (\$314/mo.)	\$798
1/3 Page - horizontal (F)	7.6W X 6.125H	\$570 (\$285/mo.)	\$628 (\$314/mo.)	\$798
1/4 Page - vertical (G) Front page placement is double the rate	5W X 6.125H	\$390 (\$195/mo.)	\$430 (\$215/mo.)	\$589
1/4 Page - horizontal (H) Front page placement is double the rate	10.19W X 3H	\$390 (\$195/mo.)	\$430 (\$215/mo.)	\$589
1/8 Page (I) Front page placement is double the rate	5W X 3H	\$180 (\$90/mo.)	\$198 (\$99/mo.)	\$322

\*Per Issue rate is the price per issue based on 3 or 6 issue signed contract. \*\*Open Rate is for one issue only.  
All Display ads should be supplied as camera ready art, hi-res PDF, JPG, TIFF or EPS format to above specifications. (300+ DPI)

## EDITORIAL

Editorial placement is available for the placement fee of \$50. Editorial is on a first come basis and must meet Chronicle guidelines. Editorial is non-promotional in nature. Please inquire. Copywriting services also available.

## CUSTOM AD DESIGN

We offer fast & affordable ad design services.

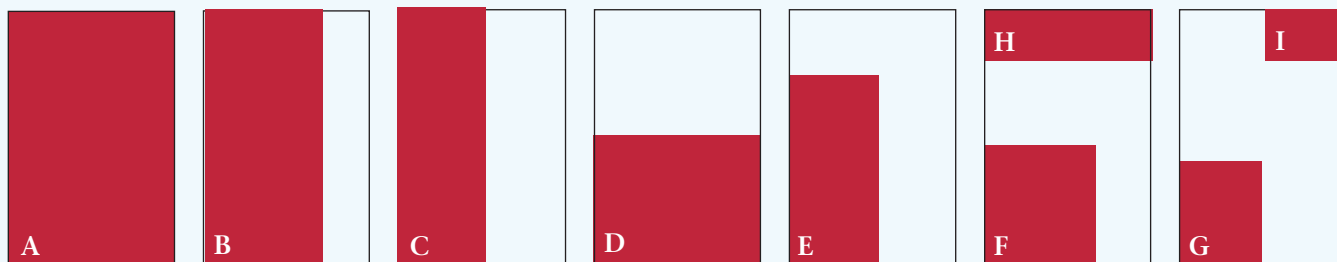
Full pg = \$95      3/4 pg = \$75  
1/2 pg = \$55      1/3 pg = \$45  
1/4 pg = \$35      1/8 pg = \$25

## INSERTS

We offer the option of including your insert in the Chronicle. Fee is \$90 per 1,000 and must be for entire run. Customer must supply inserts.

## INTERNET

Internet Advertising is available as an add-on service when publishing with the Chronicle. We will link to your website, publish your articles and feature your ad on our website. There is a one-time fee of \$25.



## FROM THE PUBLISHER...

*The Chronicle is unlike any other publication in the Murrieta Area....*

*"The Chronicle now prints 10,000 papers; that means 30,000 readers using the "pass-along" concept of readership. Because we print every other month, your advertising dollar lasts longer. We now deliver to 6500 homes each time we print including The Colony, all of the Santa Rosa Plateau including all of LaCresta, Bear Creek, Copper Canyon, Greer Ranch, and all of the Olive Hill area west of Historic Downtown Murrieta. New areas are added regularly.*

*Post Office delivery means 100% penetration of the most valuable upscale demographic in all of Murrieta. These readers have the money and the desire to use your products and services. The remaining papers are distributed into high traffic locations, including Baron's Marketplace, Pharmacies, Doctor's Offices, Banks, Restaurants, Starbucks, and The Bear Creek Golf Club; advertisers always receive all of the free copies they need. No other magazine or newspaper is distributed in this way using the power of target marketing with the effective power of in-home distribution coupled with placement of the Chronicle into high traffic locations."*

BEAR CREEK CHRONICLE  
Roland Behny, Publisher

### *THE CHRONICLE ADVERTISER GUARANTEE IS SIMPLE: We Guarantee 100% Market Penetration to the Most Upscale Demographic in the Murrieta Area*

- Bear Creek Chronicle now prints 10,000 papers; that means 20,000 readers using the "pass-along" concept of readership. Even better, out of that 10,000, more than half are mailed!
- Post Office delivery means 100% penetration of the most valuable upscale demographic in all of Murrieta!
- All editions of the Chronicle include an advertiser's directory listing!
- A live link to your website is listed on BearCreekChronicle.com and your ad and/or article is archived online!

#### **Want to Reach More People?**

You can place your ad in both The Bear Creek Chronicle and Healthy Times Newspaper to receive the benefit of a huge increase in circulation; 10k Chronicle + 20k Healthy Times = 30k papers featuring your ad. That's 90k readers in the Murrieta/Temecula Area!

---

BEAR CREEK CHRONICLE  
Roland Behny, Publisher  
951.461.3450

Fax 951.461.3424

PO Box 1065, Murrieta, CA 92564-1065  
Publisher@BearCreekChronicle.com  
www.BearCreekChronicle.com

# Bear Creek Chronicle

RATE BROCHURE

Proud Member  
Murrieta Chamber  
of Commerce



A stylized, handwritten signature in black ink, likely belonging to Roland Behny, the publisher.