

# Bear Creek Chronicle



**NOVEMBER/DECEMBER 2009 - HOLIDAY ISSUE**

*The only newspaper serving all of Bear Creek, LaCresta, LaCresta Highlands,  
Santa Rosa West, Tenaja, Meadow Oaks and the Santa Rosa Plateau*

The Bear Creek Chronicle (BCC) is the only free bi-monthly newspaper delivered by DIRECT MAIL thru the U.S. Post Office to all 1854 homes in Bear Creek and LaCresta.

Total press run is 5000 copies; additional copies are distributed to high traffic locations in and around Bear Creek and the LaCresta area including banks, restaurants, medical offices, the BC Golf Club, real estate offices, Barons Marketplace, and other retailers. Because of "pass-along" we estimate 10,000 readers for each edition of the Bear Creek Chronicle.

BCC owns and maintains a web site, **www.BearCreekChronicle.com**. All advertisers in the BCC will also be included in our web site at no additional charge, including links to all advertiser's web sites.

BCC will cover social activities, reviews of local restaurants, information from the management associations, news of the Bear Creek Golf Club, travel and movie reviews written by neighbors, health and beauty, humor, church news, biographical stories about prominent citizens in our communities, an opinions page, political commentary and even historical information about Murrieta... (such as, who was Clinton Keith?).

BCC is an interesting read and a wonderful source of information about our area. Many of the articles are written by our friends, our neighbors, our advertisers and vendors here in Bear Creek, LaCresta and Murrieta. Using local authors assures high readership.

There is a free Bulletin Board page for all Bear Creek and LaCresta residents. Space is available on a first come first served basis.

BCC offers target marketing opportunities for those advertisers who want to reach the most valuable upscale demographic in all of the Murrieta-Temecula Valley with an important message... *at very reasonable rates.*

We look forward to serving you and we hope you like the BCC, created, published and printed for our friends and neighbors right here in Bear Creek, LaCresta and the immediate surrounding areas; remember, most of it will be written by people who live here.

**BEAR CREEK CHRONICLE**

**Roland Behny, Publisher**

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Web Site: [www.BearCreekChronicle.com](http://www.BearCreekChronicle.com)

## Advertising Rate Sheet for November/December 2009 Holiday Issue

**The Bear Creek Chronicle** is the only free bi-monthly newspaper serving all of Bear Creek, LaCresta, LaCresta Highlands, Santa Rosa West, Tenaja, Meadow Oaks and the Santa Rosa Plateau and delivered by the US Post Office to all 1854 homes.

**Total press run is 5000 copies** - additional copies are distributed to high traffic locations in and around Bear Creek and the LaCresta area including banks, restaurants, medical offices, the BC Golf Club, real estate offices, Barons Marketplace, and other retailers. Because of "pass-along" we estimate 10,000 readers for each edition of the Bear Creek Chronicle.

**Our website - [www.BearCreekChronicle.com](http://www.BearCreekChronicle.com)**. All advertisers in the BCC are automatically included in our web site at no additional charge, including links to all advertisers' web sites.

**Social activities** - we'll have reviews of local restaurants, information from the management associations, news of the Bear Creek Golf Club, travel and movie reviews written by neighbors, health and beauty, humor, church news, biographical stories about prominent citizens in our communities, an opinions page, political commentary and even historical information about Murrieta.

**Target marketing opportunities** - for those advertisers who want to reach the most valuable upscale demographic in all of the Murrieta-Temecula Valley with an important message... at very reasonable rates.

AD DIMENSIONS	WIDTH x HEIGHT	BLACK & WHITE	COLOR
Full Page	10.25" x 15.75"	\$ 661.	\$ 816.
1/2 Horizontal Page	10.25" x 7.5"	\$ 347.	\$ 457.
1/2 Vertical Page	5" x 15.25"	\$ 347.	\$ 457.
1/4 Horizontal Page	10.25" x 3.6"	\$ 181.	\$ 260.
1/4 Vertical Page	5" x 7.5"	\$ 181.	\$ 260.
1/6 Square Page	5" x 4.95"	\$ 131.	\$ 202.
1/8 Horizontal Page	5" x 3.67"	\$ 105.	\$ 128.
Logo Ad	2.375" x 3.0"	\$ 70.	\$ 91.

### INSERTS per 5,000 Circulation

Preprinted Insert as supplied	\$ 600.
Full color gloss (one sided)	\$ 800.
Full color gloss (two sided)	\$ 950.
Four page full color spread, advertiser supplied graphics, insertion as center spread or separately as an insert.	\$ 3000.
Full run required, trimmed to 8.25" x 10.5"	

Rates are based on ad cost for each issue.

#### PRICE OF INSERTION TO INCLUDE:

Distribution of 5,000 bi-monthly, including 1854 mailed directly to residents. All Display ads should be supplied as camera ready art, hi-res PDF, TIFF or EPS format to above specifications.

Ad layout and custom graphic design available

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