

# Inland Empire Community News

**Inland Empire Community News – Your Partner for Success!**

We want to do more than just sell you advertising space. Our purpose is to help your business get results. This rate card will help you maximize your investment in advertising.

## 2019 Advertising Rates

**909-942-0388    [spmgmedia@gmail.com](mailto:spmgmedia@gmail.com)**

**60% of the Inland Empire has read a IE Community News product in the past 90 days.**

### Inland Empire Community News Target Audience

- Population: 4,360,737 (M – 50.3% F – 49.7%)
- Average Age: 35.89
- Education – 33.4% Completed College Degree
- Married – 47.2%
- Own Home: 63%
- Median Household Income: \$56,615
- Average Residents Per Home: 3.34

SOURCE: 2017 AAM Quarterly Data Report

**Inland Empire Community News** is a twice-monthly publication, serving the communities that make up Inland Empire area. 10,000 copies will be available the first and third Thursdays FREE throughout 100 businesses locations in the Inland Empire. Subscriptions are available for \$25 per year. Email us to set up Your Subscription TODAY! **PRINT EDITIONS SCHEDULED TO ROLL OUT- October 2018!**

**Covering San Gabriel Valley and Inland Empire CITIES:** Rancho Cucamonga, Ontario, Rialto, Corona, Riverside, Fontana, Canyon Lake, Eastvale, Moreno Valley, Norco, Temecula, Chino Hills, San Bernardino, Montclair, Redlands, Upland, Victorville, City of Industry, Claremont, Diamond Bar, Duarte, Hacienda Heights, Pasadena, Pomona, San Dimas, San Marino, Walnut, West Covina.

Size	One time	4 times	6 times	12 times	24 times
Full Page 10" x 9.65	900	800	700	600	500
½ Page 10" x 4.83"	450	400	375	350	325
1/3 Page	400	375	350	325	300
1/4 Page	300	285	275	265	250
Business Card	200	190	180	175	100
Classified	\$25 – 25 words max.				

IECN is distributed digitally 2 times per month to more than 500,000 subscribers. IECN will debut in print, distributing 10,000 issues throughout the IE communities, starting September 2018. **Join us for our Partner Rates, starting at \$199 Monthly FOREVER Rate.** Only 50 opportunities available at various display ad sizes!! Your \$199 monthly rate includes print, digital, social media 2x per week (FB, Twitter, LinkedIn, Google+, Instagram), linked logo included in the Partner area on our website and included in our weekly e-Blast to 500,000 local subscribers). As a partner, you'll submit content and press releases that will have publication preference. You will have the option to serve on our Advisory Board and have input on our quarterly hosted IE Town Halls and Annual Community Award Luncheon. Don't miss out on this opportunity to join us communication leaders in the community! Contact us to get started - [spmgmedia@gmail.com](mailto:spmgmedia@gmail.com)

### **PRINT – Inland Empire Community News 2019 Retail Rates**

#### **Your Rate Includes:**

- 1. Display ad in print and digital edition**
- 2. Marketing through Inland Empire Community News and SPMG Media social media (FB, Twitter, LinkedIn, Instagram and Google+) 2x per week.**
- 4. Business profile or article written and promoted (after 2 months of continued service – 1<sup>st</sup> come, 1<sup>st</sup> serve)**
- 5. Included in IECN Happenings EBlast – 1x per week (sent to 500,000 local subscribers)**
- 6. Included on Inland Empire Community News SEO'd website and blog site.**

---

Other SPMG Media Services -

### **A LA Carte Services**



**Press release – \$125 Basic Distribution \$300 Basic + inclusion in Yahoo News**

- Written and distributed (targeted international, national, regional or local media contacts and subscribers)



- **E-Blast – \$99.00 each**

- We have more than 1 Million subscribers and have lists that include internationally, nationally, regionally and local! We target your blast to include targeted audience. Dedicated Blast with your information alone.

- **SPMG Media Happenings E-Blast - \$75 weekly**

- This e-blast is sent to the more than 500,000 subscribers for this effort. It includes content and banner ads that drive traffic to your desired location. Your information is included with 10 or more advertisers/content posts. These blasts are sent weekly.  
**(ONLY 10 SLOTS AVAILABLE WEEKLY)**



- **Social Media Content Marketing – \$50 monthly** (min. 3-month commitment)

Our content marketing is designed to get your information out consistently to your potential buyers. We share through more than 10 social media sites to more than 500,000 individuals. We provide you with the views for your posts for the month. Includes 3 post per week through SPMG Media social media sites.

**MOST ECONOMICAL WAY TO MARKET CONSISTENTLY -** As Influencers, SPMG Media Social Media Content Marketing emotionally connects our followers to a brand because we talk about the brand through our personal words rather than marketing-speak. This carries more weight than just marketing. Your rate includes our personalized statement about your event/business/product/service, along with 1-2 photos, with a link included to the website of your choice. Your endorsement is included on FB (we have more than 10 pages there alone!), Twitter, LinkedIn, Google+, Instagram, Pinterest and our SEO (search engine optimized) WordPress sites that serve more than 50,000 followers. Not only this, you gain an additional 50,000 from our 120 partner followers that have more than 3,000 friends of their own. This partnership expands your reach by more than 200,000 impressions. Studies indicate that people have a higher rate of response to offers presented 4 – 6 times over a course of 3 months.

## Mobile Marketing – \$100 weekly



- This new way of marketing allows our more than 500,000 opt in subscribers to get your information through their phones.
- **Great for special deals and events!**

## • Article Writing and Distribution – \$125 each

- Articles written about your product or service allow readers to gain more information. Article Content Marketing is the way to gain more followers or purchases because it is informational – it is not selling, it is useful information and awareness. Information is shared through our social media and via e-blast to our subscribers and media. We encourage you to share with your audience and on your website.

## • One-Sheet Created - \$199

A One-Sheet,” is a one or two-sided 8½ x 11” graphically-designed sheet typically used by professional speakers or others in business to highlight their topics, testimonials, published books and experience. Its purpose is to give potential clients a quick and easy summary of your experience to help in decision making.



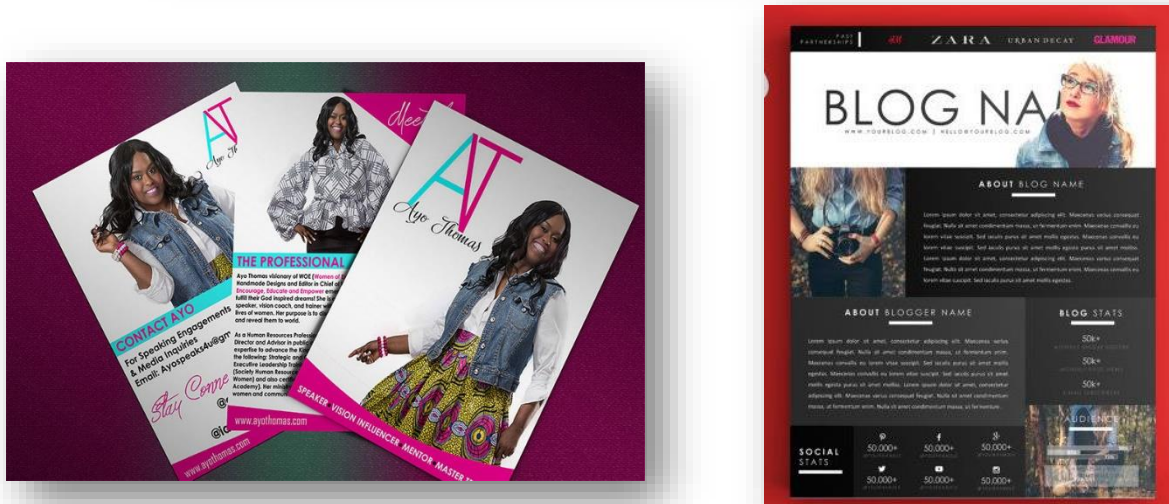
## Examples:



- **Press Kit Created - \$500**

A press kit is like a resume for your company. In it is a collection of company information and articles put together to address questions from the media, investors, potential clients and others. The goal of the press kit is the same as all other marketing that a company does. It should grab the reader's attention, make a lasting impression and create enough interest that they will contact you for more information or be prepared to book you. ***Your fee includes a designed PDF press kit ready for print, as well as an online press kit that can be found when someone searches for you online.***

## Examples:



## How to Get Started?

1. Contact us at [spmmedia@gmail.com](mailto:spmmedia@gmail.com) letting us know which service you would like, including your name, business name, address, website, email address and phone number
2. Submit your payment here - [paypal.me/spmmedia](https://www.paypal.me/spmmedia)
3. Once paid, we will contact you via email or phone on information we need to get started.

**If you have any questions, please do not hesitate to call us at (909) 942-0388**