

# The Cloverdale Chronicle

## Advertising & Sponsorship Opportunities

The *Cloverdale Chronicle* is a satirical, local newspaper read by residents who care about Cloverdale - and enjoy a good laugh. Advertising with us supports independent local journalism while putting your business in front of a community-focused audience.

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### Benefits of Advertising with *The Chronicle*

- Local reach - readership of almost exclusively Cloverdale residents & businesses
- Engaged audience - The Chronicle's newsletter goes straight into resident's email inboxes with each new article.
- Limited ad inventory - a limit of two sponsorships per article to reduce clutter.

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#### Mobile Phone Display Preview

## Advertising Options

### *Display Ad — Bottom of Article*

A graphic ad placed at the bottom of an article.

1 Size: Square (1:1)



Includes:

- 10-word tagline below image
- Clickable link image
- Lifetime placement on the article

Ideal for: Promotions, events, offers

Pricing: **\$50 per article** (permanent placement)

Article Placement Availability:

- Monday, December 30th
- Monday, January 12th
- Monday, January 26th

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Front Page Sponsorship

Premium placement on the homepage.

Includes:

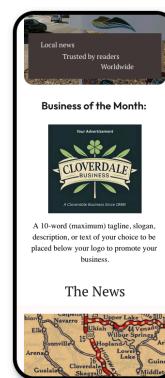
- Large graphic placement
- “Business of the Month” designation

Ideal for: Major announcements & maximum visibility

Pricing: **\$75** (1 month / 30 days)

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*Mobile Phone Preview*



*Desktop Preview*



## Bundles

### Local Love Package

Display Ad (1 Article) + Front Page Sponsorship (1 Month)

**\$100** (Save \$25)

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## Creative Guidelines

- Please email [thecloverdalechronicle@gmail.com](mailto:thecloverdalechronicle@gmail.com) with:
  - Your ad: must be a PNG or JPG file. Must be 1:1 'square' ratio, with a resolution of at least 1080px x 1080px. Should contain a clear logo or message.
  - The ad-set you'd like to purchase.
- A 10-word (maximum) tagline, slogan, description, or text of your choice to be placed below your logo to promote your business.
- The link you'd like your ad to direct customers to
- Humor is optional, not mandatory!
- Copy assistance available upon request

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## Payment

We currently accept **Venmo** for advertising payments.

- Payments are due 72 hours prior to publication
- Please include your **business name** and **ad placement** in the payment note, if possible

- Invoices or confirmations available upon request

The Chronicle's Venmo handle is: @cloverdalechronicle

*Support local journalism. Make Cloverdale laugh.*