

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.

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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Advertising Options

Display Ad — Bottom of Article

A graphic ad placed at the bottom of an article.

1 Size: Square (1:1)

Mobile Phone Display Preview

bypass was built, Highway 101 ran directly through town, bringing travelers, commerce, and a shared understanding that you waited until the road was clear before crossing it.

"We did it before," said resident Denise Rowley. "People adapted."

Keychains and 'Highway 101' memorabilia will be available for purchase starting this year in local storefronts, though the highway's completion isn't expected until late 2035.

This article was sponsored by
"business 1":



Your 10 word (max) tagline or business description

The Cloverdale Chronicle

thecloverdalechronicle@gmail.com

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

Front Page Sponsorship

Premium placement on the homepage.

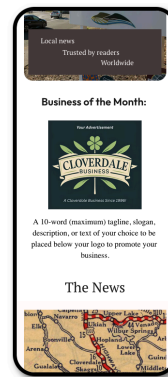
Includes:

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

Ideal for: Major announcements & maximum visibility

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

Mobile Phone Preview



Desktop Preview



Bundles

Local Love Package

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

\$100 (Save \$25)

Creative Guidelines

- Please email 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.