

2019 WEBSITE AD RATES

SGV CityWatch is built on a responsive theme. The shape of the page, arrangement of text, photos, as well as the SIZE of photos and ads change slightly in dimension to better fit desktop, mobile devices and tablets. The pixel dimensions listed below are there to help visualize the size differences and to help the designer start with a base dimension.

BLOG ROLL RATES

**300x
300px**

SQUARE SMALL

\$30/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

**500x
500px**

SQUARE LARGE

\$40/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

1000x100px HORIZONTAL THIN

\$35/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

1000x200px

HORIZONTAL MEDIUM

\$40/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

1000x500px

HORIZONTAL LARGE

\$90/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

HEADER/SIDEBAR RATES

1100x180px

PAGE HEADER

\$200/mo. Jan. May. Sep. Feb. Jun. Oct.
 Mar. Jul. Nov. Apr. Aug. Dec.

List: # of ads & each city ads will appear:

**200x
200px**

THUMBNAIL

\$20/mo.
 Select additional ads of similar size & take \$10 off each additional ad.

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

**200x
600px**

SKYSCRAPER

\$30/mo.
 Select additional ads of similar size & take \$10 off each additional ad. (No more than one per page)

Jan. May. Sep.
 Feb. Jun. Oct.
 Mar. Jul. Nov.
 Apr. Aug. Dec.

List: # of ads & each city ads will appear:

For the \$10-off deal: Select an ad of one size & save on additional ads in that size. Select an ad of a different size & pay full price for that first new ad & enjoy \$10 off each additional ad in the new size bracket (with the exception of Page Headers).

No more than 5 ads per company/individual, per page.

Bigoted, racist, sexist, defamatory, pornographic content, or anything promoting violence, hate or intolerance against one person or a group of people for any purpose will not be accepted.

Refrain from using small text. With web-ready images, text becomes less legible as it decreases in size. SGV CityWatch is overwhelmingly read on high-end mobile devices (cellphones) and ads will appear slightly smaller on this responsive website. Save all ads at 72dpi, jpeg compression, RGB color.

For all inquiries and to send ads for publishing, email CityWatch Editor Aaron Castrejon: aaron.castrejon@yahoo.com.

Include in your email a direct link(s) to your website, or product/service, etc. so I can embed the link in the ad if desired. Clearly state which link goes to which ad.

Make checks payable to Aaron Castrejon.

**Mail checks to:
 Aaron Castrejon
 981 West Arrow Highway Box #241
 San Dimas, CA 91773**

WHAT IS SGV CITYWATCH?

Thank you for taking an interest in advertising with SGV CityWatch!

I am Aaron Castrejon, owner and operator of sgvcitywatch.com. I am a journalist specializing in covering public safety news.

SGV CityWatch is a privately-owned, grassroots news website focusing solely on public safety news across the 45 communities in the San Gabriel Valley. CityWatch covers everything from burglaries, to robberies, to shootings, to police chases, to fires, to court cases and traffic.

CityWatch receives more than 250,000 page views from month to month and is visited by nearly 60,000 readers per month ... readers thirsty for up-to-date information on their neighborhoods and cities.

Breaking news is the specialty of SGV CityWatch. The digital age of reporting requires not only speed and accuracy, but the ability to produce multimedia content (text, photos and video) across multiple platforms, such as web and social media.

I focus on crime reporting, not just because crime affects each one of us directly, not just because crime is increasing in the San Gabriel Valley, but because people are glued to crime coverage like no other form of journalism.

Unlike the area newspapers, CityWatch doesn't run article limits, or subscription fees which put up barriers that prevent readers from seeing your ads or my content.

CityWatch isn't run by a hedge fund with an agenda to run up costs and slash quality. My only agenda is to provide news that the citizens have a right to ... the citizens deserve.

CityWatch only runs the news you need with none of the fluff.