



Inland Empire Community News 2025 Media Kit

Your Trusted Source for Inland Empire News

Since 1876, Inland Empire Community News (IECN) has delivered vetted, reliable news to the Inland Empire, amplifying stories that matter most. We offer print advertising in weekly editions, dynamic web advertising, a curated newsletter, engaging social media campaigns, and podcast sponsorships. With IECN, your message connects deeply with a trusted audience across multiple platforms. As one of the few remaining independent media organizations in the area, we pride ourselves on serving the needs of our local community.

Print Advertising

IECN's three flagship publications, **El Chicano**, **Colton Courier**, and **Rialto Record**, have been staples in their communities for generations. These papers are more than publications; they are trusted voices reflecting the unique stories, challenges, and triumphs of our local IE communities.

Circulation & Reach

- **Weekly Readership:** 5,000
- **Monthly Readership:** 22,000

Distribution Areas:

- **San Bernardino:** 92401, 92410, 92411
- **Colton:** 92324
- **Rialto:** 92376, 92377

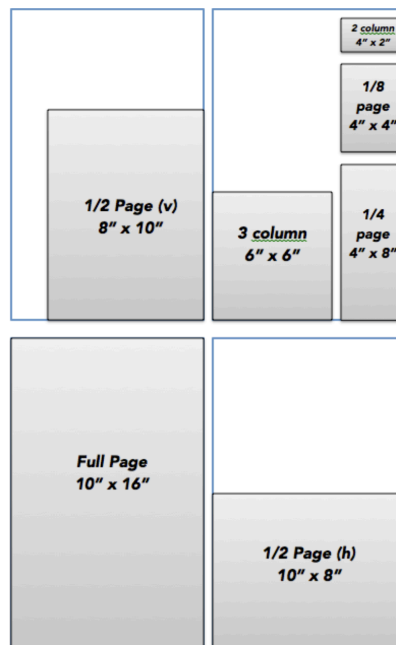
Ad Deadlines:

- **Reservation Deadline:** Friday, 5 PM (prior to publication week)
- **Creative Submission Deadline:** Monday, 5 PM (week of publication)

Every print ad is published in **full color**, designed to captivate readers and leave a lasting impression.

Ad Sizes & Pricing Per Week:

- **2 Column (4" x 2"):** \$100
- **3 Column (6" x 6"):** \$350
- **1/8 Page (4" x 4"):** \$175
- **1/4 Page (4" x 8"):** \$375
- **1/2 Page Horizontal (10" x 8"):** \$775
- **1/2 Page Vertical (8" x 10"):** \$775
- **Full Page (10" x 16"):** \$1,500



Website Advertising

With over **85,000 monthly visitors** and **586,000+ impressions per month**, IECN.com provides unparalleled opportunities to connect with a digital audience. Our ad placements are strategically positioned to maximize visibility, while linking our audience straight to your website:

Ad Sizes & Pricing:

Minimum 2 week digital ad buy

- **Leaderboard (728 x 90 pixels):** \$300/week (website header)
- **Full Banner (468 x 60 pixels):** \$250/week (website footer)
- **Skyscraper (120 x 600 pixels):** \$275/week (right sidebar)
- **Medium Rectangle (300 x 250 pixels):** \$200/week (mid-page unit, right sidebar)

Website ads are available for immediate placement without strict deadlines, offering you flexibility to launch campaigns as needed.

Newsletter Advertising

Delivered every Thursday, our curated digital newsletter reaches **2,500+ engaged subscribers**, bringing the week's top stories directly to their inboxes. This targeted format is ideal for businesses looking to engage with a highly active readership. These ads can also be linked to your website.

Ad Formats & Pricing:

Minimum 2 weeks digital ad buy

- **Banner (728 x 90 pixels):** \$200/week
- **Tile (1080 x 1080 pixels):** \$200/week

Deadline: Tuesday, 5 PM (week of publication)

Social Media Advertising

Social media is one of the most dynamic ways to connect with the Inland Empire's communities, and IECN provides access to a highly engaged audience. With **45,800+ followers** across major platforms, your message will be positioned to create meaningful connections and boost visibility:

- **Facebook:** 33K+ followers
- **Instagram:** 12.5K+ followers
- **X (Twitter):** 600+ followers

Our multi-platform strategy ensures your brand reaches a diverse audience through visually appealing and impactful campaigns.

Ad Package: \$250 per post (photo or video)

- Includes:
 - **1 Post on Facebook, Instagram, and X**
 - **Ad Post on Facebook and Instagram Stories**



Whether launching a new product or promoting an event, IECN's social media channels deliver the reach and engagement you need to achieve your goals.

Podcast Advertising

Inland Insight with IECN brings conversations to life. Hosted by IECN co-owners Manny Sandoval and Denise Berver, this monthly podcast blends thoughtful discussions with local perspectives from a variety of community leaders and guests. Supported by the Inland Empire Community Foundation and San Bernardino Valley College's Film Department, each episode offers:

- Mentions at the **beginning and end** of the episode
- A **link in the episode description**
- **Two social media promotions** on IECN platforms

Pricing: \$200 per episode

Contact Us

We're here to help you craft the perfect campaign:

- **Email:** iecn1@mac.com, iecnlegals@gmail.com
- **Phone:** (909) 381-9898
- **Website:** IECN.com
- **Instagram:** [@iecommunitynews](https://www.instagram.com/iecommunitynews)

Payment Methods: Check or credit card payable to IECN.