

# CITY OF CHINO HILLS

## PRESS RELEASE



**PR13 – 087**

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### **“SHOP CHINO HILLS FIRST” PROGRAM PROVIDES ADVERTISING OPPORTUNITY FOR LOCAL BUSINESSES**

Bright and colorful “Shop Chino Hills First” banners have been hung on the major streets of Chino Hills to remind residents to support local businesses during the busy “Back-to-School” shopping season. Another component of the program is the opportunity for businesses to advertise directly to local residents and businesses in the City Newsletter and Recreation Brochure. The City launched the advertising program in 2011 to help support local businesses by providing them with an opportunity to reach Chino Hills residents. Advertising space is available in a pull-out insert in the center of the City’s quarterly publication that is mailed to all residents and businesses. Residents read the newsletter for information about City news, events, recreation classes, and programs. Advertising will be printed in full color. Over 23,600 copies of the City’s Winter Brochure will reach residents and businesses in early November.

“This ad program helps our local businesses introduce themselves to Chino Hills residents,” said Jonathan Marshall, Community Services Director. “It is part of our “Shop Chino Hills First” campaign which encourages our residents to buy their gasoline in Chino Hills, use local professional services, and shop and dine in Chino Hills.”

Businesses can reserve a space and submit their ads until September 12<sup>th</sup>. Chino Hills businesses receive a better rate than businesses outside the City. Ads will be accepted that promote a business and reflect the family nature of the publication. The ad content cannot include classified ads, announcements, or promote events.

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## Page Two- Chino Hills Launches Advertising Opportunity for Local Businesses

All licensed businesses in Chino Hills are automatically entered into a raffle each quarter to win a free ad in the publication. One business will be randomly selected to receive a FREE \$1,000 quarter-page ad in the popular Winter City Newsletter and Brochure that promotes many great events during the holiday season in Chino Hills.

Rates for Chino Hills businesses start at \$700 for a 1/8<sup>th</sup> of a page ad and \$1,350 for a half-page ad. The rates decrease if space is reserved on an annual basis to run four times per year. Chino Hills businesses must have a valid Business License. A business license costs \$57 per year. Additional information and an application for a Business License are available online at [www.chinohills.org/BusinessLicenses](http://www.chinohills.org/BusinessLicenses). Ad space will be awarded on a first-come, first-served basis. Design and editing services are available for an additional charge.

“Businesses can reach 23,645 households with great demographics four times per year by advertising in our brochure,” said Mr. Marshall. “Our residents are highly-educated, with a high average income and, we believe, a strong desire to support local businesses.”

Complete details and ad specifications are available at [www.chinohills.org/Advertising](http://www.chinohills.org/Advertising). For additional information, please contact Melissa Armit, advertising coordinator, by calling (909) 364-2702, or by email at [marmit@chinohills.org](mailto:marmit@chinohills.org).