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**SAN MARINO TRIBUNE**  
**Marketing Partnership with SM Chamber**

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Dear Fellow Chamber Member,

My wife and I acquired the San Marino Tribune ("SMT") from its previous owners in September 2015, making us the 6<sup>th</sup> owners in the newspaper's 86-year history.

As we perused the vast archives of past editions, we were struck by how the newspaper used to include the tagline "Devoted to the progress and prosperity of San Marino" on the masthead of the front page.

We believe that this tagline is just as relevant today as it was 50 years ago.

To that end, we have spent time with Chamber leadership – specifically, Pete Loeffler and Stewart Rogers – to develop a unique program that provides Chamber members with a cost-effective solution for their marketing efforts to the entire San Marino community.

We are pleased to offer San Marino Chamber members with the opportunity to participate in this exclusive program, certain details of which were described on the previous page:

- Beginning in the July 1, 2016 issue, SMT will publish one or more pages focused on local businesses that will essentially become our local business section (the "Business Section").
- The Business Section will include a combination of feature-oriented content and advertising, profiling each week one local business / entrepreneur and discussing developments in the local business landscape (including new businesses and existing businesses that have expanded, moved, etc.). This section will also include relevant information regarding upcoming Chamber events. This content will be developed to appeal to the broadest possible audience; the more compelling the content, the higher the level of reader engagement, which increases the longevity of the impressions made with the content and the advertising positioned on that page.
- We have included in this package a proposed "Mock Up" of how the Business Section will appear; please note that we've created this for illustrative purposes to provide you with a better sense regarding the "look and feel" of this proposed section.
- In order to participate in this exclusive marketing program, all you need to do is: (a) be a current member of the San Marino Chamber of Commerce in good standing, (b) be a current, paid subscriber to SMT, and (c) fill out the one-page application included as part of this package by selecting either "Package 1" or "Package 2" (these packages are described on the previous page).

### **Benefits**

- SMT is distributed every Friday to substantially all residences, businesses and schools in the San Marino community. This includes 1,100 copies that are distributed to all students at San Marino High School ("SMHS") in their respective homerooms and 240 copies distributed to all faculty members in the San Marino Unified School District ("SMUSD"). We also distribute to those homes located in Pasadena and San Gabriel that are located within the SMUSD boundaries.
  - Total weekly distribution during the school year is **7,000 copies**; when school is not in session, we distribute **5,660 copies** per week.
- Given our 86-year history of being the official voice of the San Marino community, SMT is the only news source covering all aspects of the community, including civic matters, local initiatives, school district, sports coverage, real estate, local clubs and organizations, and feature-oriented content. Our goal, as a public trust, is to reflect the voice of the community as well as to help improve and safeguard the community for current residents and future San Marinans to come.
  - SMT has a partnership with SMHS pursuant to which we publish a bannered page entitled, "The Titan Shield" each week during the academic year that is created by the Titan Shield student journalism staff at SMHS. Other areas of local academia support include "Student Voices" from Carver Elementary, Valentine Elementary, Huntington Middle School, and the Chinese School of San Marino.

- Since acquiring the Tribune in September 2015, we have also added a dedicated page each week for the Huntington Library and one highlighting the rich history of San Marino.
- Reader feedback indicates that our audience is highly engaged and spends a significant amount of time consuming SMT's content, which we believe provides an effective platform for partners in our Chamber marketing program.

#### **Additional Detail/ Next Steps**

- Our policy is to send an invoice at the beginning of the month for the next four weeks, with payment due in 30 days.
- Please contact Joelle Conzonire Grossi, our Advertising Sales Manager (SMHS Class of '95), to reserve space in the Business Section or to ask any questions you might have regarding this marketing program exclusive to the San Marino Chamber. Joelle can be reached at [jgrossi@sanmarinotribune.com](mailto:jgrossi@sanmarinotribune.com) or at (626) 792-4925.
- We sincerely hope that you find this proposed partnership between SMT and the SM Chamber of Commerce to be a win-win for all parties, and we look forward to working with you.

Best regards,

Andy Salter  
Publisher