



56th Annual Western Days Parade



"Thank You Healthcare Workers"

August 28

57th Annual Lakeside Rodeo

August 27-29

Two great community newspapers, The East County Californian and The Alpine Sun, have partnered with the Lakeside Chamber of Commerce and Lakeside Rodeo to publish the official event program for these two long standing community events.

The official program will be inserted into both publications and reach over 43,000 readers in East County! Distribution includes 19,900 total copies being circulated into Spring Valley, Lemon Grove, El Cajon, La Mesa, Lakeside, Santee, Alpine and the back country. Plus, additional copies will be available at both events for distribution.

Being a part of this program is an excellent opportunity to showcase your business, show community pride or promote a special offer. The program will include event details, parade line up, entertainment schedule, parade map and more!

THE CALIFORNIAN

THE ALPINE SUN

CALL TODAY TO RESERVE YOUR SPOT! 619-441-0400

PROGRAM SPONSOR RATES

AD SIZE	B&W	Full Color
Full Page	\$800	\$1100
1/2 Page	\$425	\$685
1/4 Page	\$220	\$350
1/8 Page	\$120	\$185
1/16 Page	See color	\$95

Program sponsors receive a digital ad badge for their websites and social media channels to showcase their support. Plus, program ads will be posted on ECC, The Alpine Sun, Lakeside Chamber and Lakeside Rodeo social media.

Space reservation August 12, 11am.