

# CRESCENTA VALLEY WEEKLY

THE FOOTHILLS COMMUNITY NEWSPAPER

Proudly serving La Crescenta, La Cañada, Glendale, Montrose, Sunland-Tujunga & Toluca Lake.

2024 Crescenta Valley Weekly Proudly Presents Vol. 9  
**The Finest of 2024**

**CRESCENTA VALLEY WEEKLY**  
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**NOVEMBER 21, 2024**      [WWW.CVWEEKLY.COM](http://WWW.CVWEEKLY.COM)      VOL. 16, NO. 14

**Council Urges Shopping Locally**  
 By Julia BUTCHER  
 At the beginning of Tuesday night's meeting, the Glendale City Council adopted a proclamation recognizing Saturday, Nov. 20 as Small Business Saturday and urged Glendale residents to shop locally at small businesses, particularly on that day. "They come of every dollar spent at a small business goes back into the local community," Mayor Dan Astarayan noted, introducing plans for next year's small business expo on Thursday, May 1 at the Rosemont Station.

**A Moon Tree Planted at Rosemont**  
 By Mary O'KEEFE  
 Rosemont Middle School students plant a tree that has roots that extend to the stars.  
 Rosemont Middle School science students gathered on Monday, School custodians had dug a hole where the tree was going to be planted. The students were all excited and excited about the tree. The tree was planted by science teacher Nakone Abraham Chavez and placed in the ground.

**Rockhaven and City Reach Agreement**  
 By Mary O'KEEFE  
 The Friends of Rockhaven and the City of Glendale have entered into an agreement regarding Rockhaven Sanitarium. This will end a lawsuit that was filed over a year ago, in April 2023, by Friends of Rockhaven, the nonprofit organization formed to help support and protect the Rockhaven Sanitarium site. Members of Friends of Rockhaven were not permitted onto the property for the duration of the lawsuit. "Months ago the City of Glendale reached out about possibly settling the lawsuit. While certain we would want to get in and address issues that are leading to further damage. We are also hoping to be able to get in and address issues that will be included in their plans for the \$4 million-like facility painting 'The Rose Cottage'."

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# The Finest of 2024



## CV Weekly - The Finest

Promoting the finest in dining, pet services, schools and more, The Finest reveals the results of ballots cast by readers of the Crescenta Valley Weekly. This publication is treasured for its expansive offerings and for giving our readers the opportunity to share their favorite places, people and services whether local or far away.

- Advertising opportunities limited to winners
- Magazine sized product
- Inserted into the Crescenta Valley Weekly



### SPECIAL SECTIONS

HEALTHY LIVING

January

SCHOOLS & CAMPS

February/March

SPRING & EASTER

April

THE FINEST

June

GRADUATION

June

BACK-TO-SCHOOL

August

HOLIDAYS

November - January

### Crescenta Valley Weekly - Website Stats

1 Day Active Users

1.5K \*On average

7 Day Active Users

11K \*On average

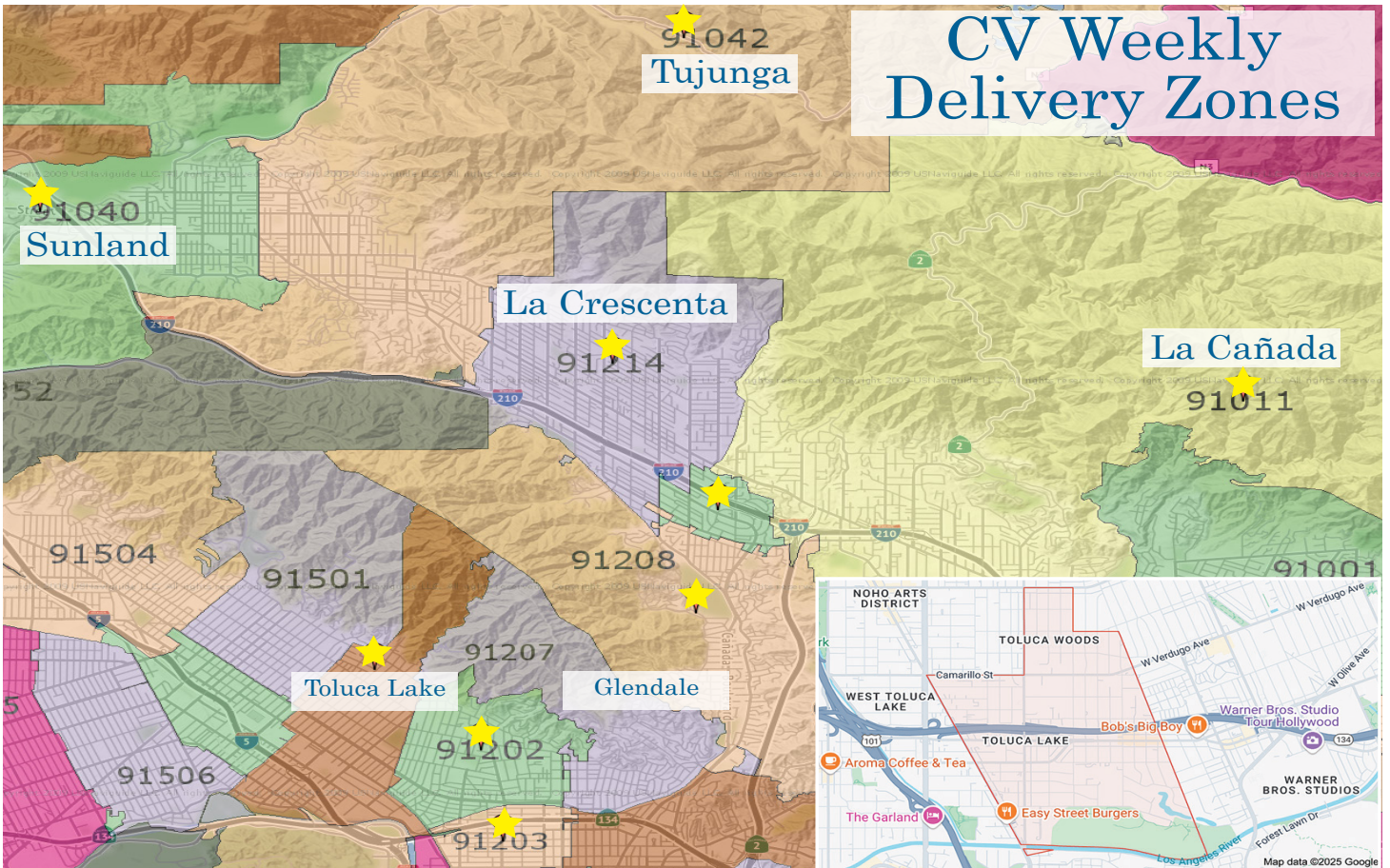
14 Day Active Users

21K \*On average

28 Day Active Users

50K \*On average

The CV Weekly can be found at high volume distribution points in Sunland-Tujunga, La Crescenta, Montrose, La Cañada, Glendale and Toluca Lake as well as offering home distribution.



CRESCENTA VALLEY

# WEEKLY

THE FOOTHILLS COMMUNITY NEWSPAPER

## DISPLAY & SPECIALTY ADVERTISING

**RATES AVAILABLE UPON REQUEST**

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**DEADLINE: MONDAYS AT 12:00PM**

\*COLOR: Add \$100 per ad to black and white prices. Call your sales representative for a multi insertion contract that includes color.

DEADLINES: Orders must be placed and camera-ready color artwork due no later than MONDAY at 12:00 PM before each Thursday ad run. Advertising design assistance is available at no additional charge.

FILE FORMATS: Mac or PC files - send as flat, high resolutions (300 dpi, CMYK, or g/s). Send all PDF as high-resolution files. All ads must be in CMYK format. Make sure all colors, photos and elements are in CMYK. Avoid hairline rules, as they may not reproduce. For thin black lines, use a .5 rule. Any element that is only black should be made grayscale. Make black text 0c0m0y100k, not "automatic" or "rich black" or "registration." Black that is not 100%K will have a greater chance of poor registration and look fuzzy or shadowed. We are not responsible for this if your ad is not set up correctly. Make sure your white vector art is not set to overprint.

TERMS AND CONDITIONS: All advertising shall be prepaid prior to ad run. Acceptable forms of payment include cash, check, credit card, and PayPal. Ads reserved and then cancelled after deadlines are subject to a charge of up to 50% of the cost of the ad. CV Weekly reserves the right to refuse, alter, edit or omit any advertising submitted for publication. The publisher is not responsible for errors due to incorrect material supplied by outside sources. In no case shall the publisher be liable for any general, special or consequential damages. All claims for adjustment must be made within 30 days of publication.

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name changes and  
other notices.

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SOME AWARDS INCLUDE BEING RECOGNIZED BY THE CRESCENTA VALLEY CHAMBER OF COMMERCE, THE STATE OF CALIFORNIA - 43RD ASSEMBLY AND COUNTY OF LOS ANGELES - FIFTH DISTRICT

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### WHY PARTNER WITH US:

- A trusted and reliable source of information since 2009.
- Visible and active in the community
- Local resource to the Crescenta Valley & surrounding areas
- Staff members live locally
- The CV Weekly is well-read and well-received

### DISTRIBUTION HIGHLIGHTS:

- We are based in, and serve, the fourth largest city in population in Los Angeles County: Glendale.
- Our Burbank/Toluca Lake distribution area includes the neighborhoods surrounding the major studios – Warner Bros., Disney and NBC/Universal ... and the influencers there.
- La Cañada Flintridge is one of the most affluent communities in the U.S. and home to NASA's Jet Propulsion Laboratory.

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