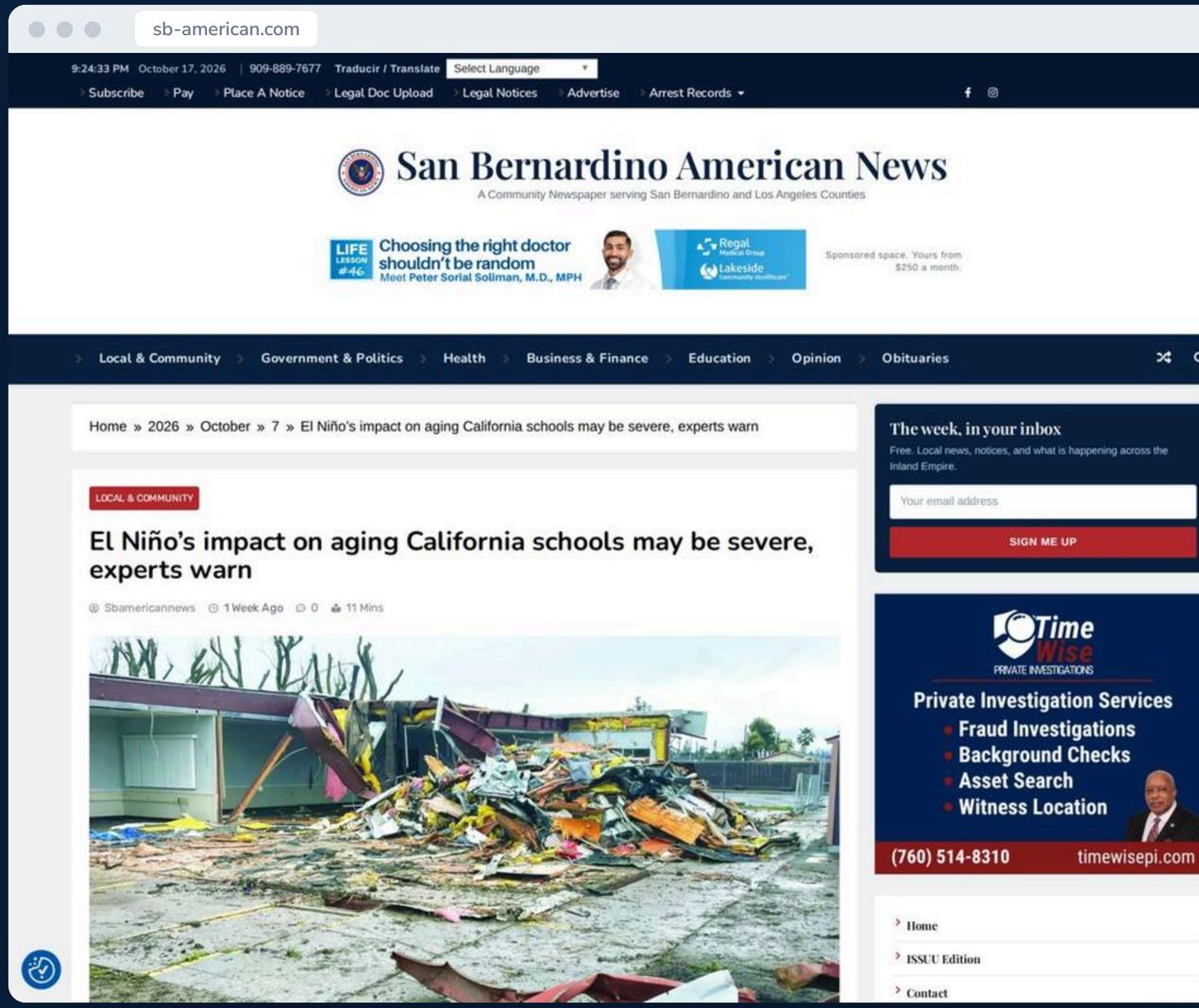
TRIDYN
—CREATIVE MEDIA—

CASE STUDY

The digital system behind a newspaper its community has trusted since 1969.

San Bernardino American News had the trust and the demand. We turned a paper that sold by phone and check into one that sells, gets paid, and follows up online.



San Bernardino American News · San Bernardino and the Inland Empire, California · July to November 2026

THE CLIENT

The paper already had what most businesses spend years trying to earn.

San Bernardino American News is a family-run, Black-owned community newspaper that has served San Bernardino and the Inland Empire since 1969.

It has been a court-adjudicated newspaper since 1971, which means courts accept the legal notices it publishes. Its income came from legal notices and from print and web advertising.

For its readers it is a trusted local voice. For the agencies, hospitals, schools, and nonprofits that want to reach this community, it is a direct line to them.

1969

Serving San Bernardino and the Inland Empire

1971

Court-adjudicated, so its legal notices carry official standing

WHAT THE CLIENT FIRST CAME TO US FOR

The paper came to us for help with its marketing. We looked at the whole business, not only the marketing, and proposed a system to close the gaps we found. Those gaps were costing the paper sales that waited on a call back, staff time on every order, and past customers it had no way to invite back.

WHY WE LOOKED AT THE WHOLE BUSINESS

Marketing only pays off when the business behind it can turn attention into income. So we studied the whole business first.

More marketing sends more people to a business. If those people cannot easily find what they came for, buy it, pay for it, and come back, the extra attention is wasted. Before recommending anything, we followed a customer through the paper from the first visit to a repeat sale.

WHAT WE STUDIED

How the paper earns

Legal notices and advertising, sold by phone and email and paid by check or invoice.

Who it serves

Readers, advertisers, and people filing legal notices, and what each one needs from the paper.

How people find and judge it

The website, search engines, the newsletter, and social media.

What happens after a sale

How customers are recorded, followed up with, and invited back.

UNDERSTANDING THE BUSINESS: WHO THE PAPER SERVES

Three kinds of customers came to the paper online, and each one hit a delay.

Readers

WHAT THEY WANT

Local news they can trust, quickly, on a phone.

WHAT THEY MET

A menu that led to pages such as Pay and Print Rates before it led to the news.

WHAT IT COST

Readers had to hunt for the news they came for.

Advertisers

WHAT THEY WANT

To reach this community, see what they would get, and buy easily.

WHAT THEY MET

Prices and options that were only shared by phone or email.

WHAT IT COST

A business ready to spend that day had to wait for a call back.

People filing legal notices

WHAT THEY WANT

To place a notice, pay for it, and send the documents in one sitting.

WHAT THEY MET

Phone calls, checks, and documents sent separately.

WHAT IT COST

Staff time on every notice before the paper was paid.

WHAT THESE HAD IN COMMON Every one of these visits was a chance to earn a reader or a sale, and each one took longer than it needed to.

UNDERSTANDING THE BUSINESS: THE WEBSITE

The front page is the first thing a reader or a sponsor sees, so we started there.



BEFORE The homepage on July 27, 2026

A sponsor checking the paper before buying, or a reader arriving for the first time, forms an impression from the first screen.

1. **The page opened on a picture of the paper's seal.**

   A visitor saw no headline on the first screen, and search engines could not read the paper's name because it was part of the picture.

2. **The menu led to business pages.**

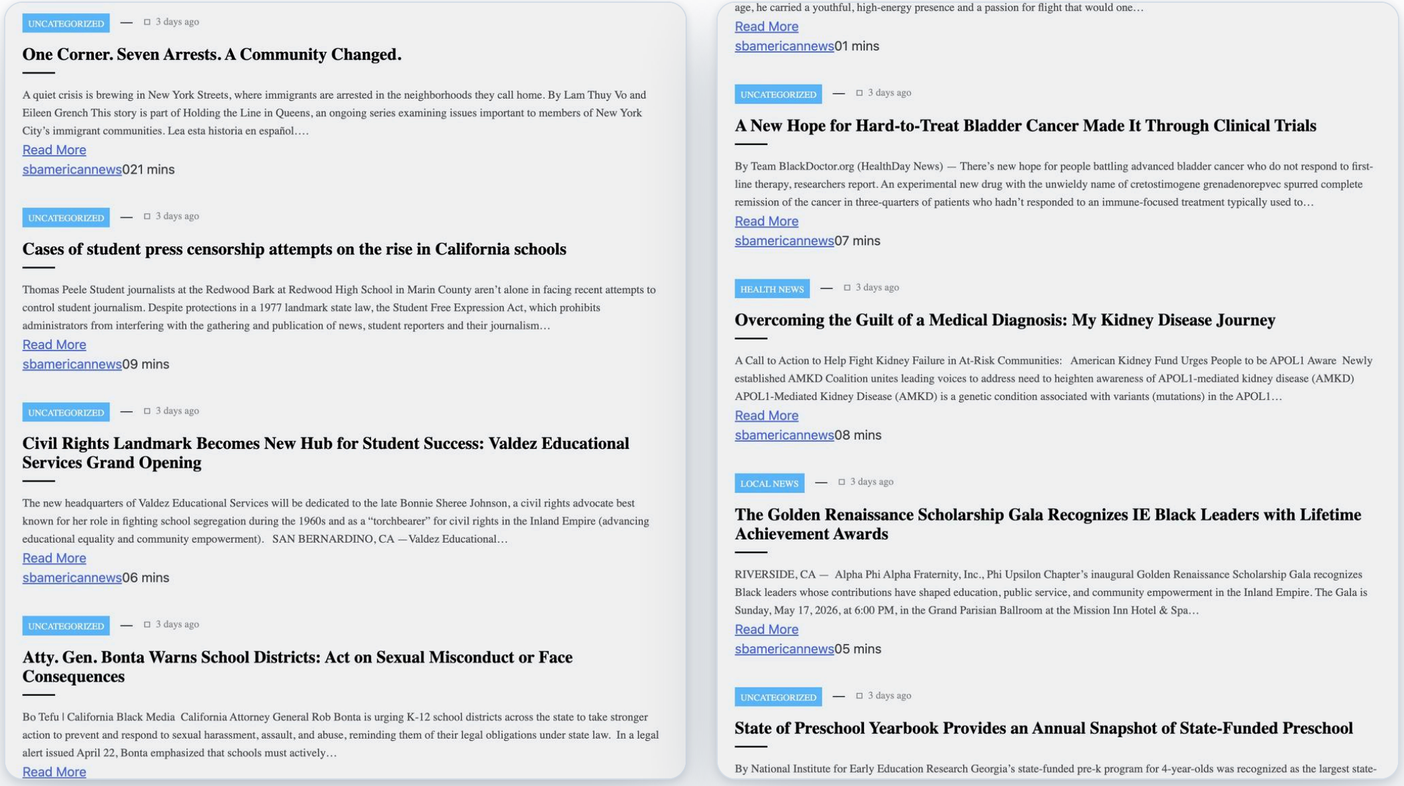
   Its thirteen links went to pages such as Pay and Print Rates, and the news sections were not yet in it.

3. **There was no next step for a visitor.**

   The page had no newsletter signup and no place for a sponsor.

UNDERSTANDING THE BUSINESS: THE NEWS

A newspaper's value is its coverage, so the coverage has to be easy to browse.



UNCATEGORIZED — 3 days ago

One Corner. Seven Arrests. A Community Changed.

A quiet crisis is brewing in New York Streets, where immigrants are arrested in the neighborhoods they call home. By Lam Thuy Vo and Eileen Grench This story is part of Holding the Line in Queens, an ongoing series examining issues important to members of New York City's immigrant communities. Lea esta historia en español….

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sbamericannews021 mins

UNCATEGORIZED — 3 days ago

Cases of student press censorship attempts on the rise in California schools

Thomas Peele Student journalists at the Redwood Bark at Redwood High School in Marin County aren't alone in facing recent attempts to control student journalism. Despite protections in a 1977 landmark state law, the Student Free Expression Act, which prohibits administrators from interfering with the gathering and publication of news, student reporters and their journalism…

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sbamericannews09 mins

UNCATEGORIZED — 3 days ago

Civil Rights Landmark Becomes New Hub for Student Success: Valdez Educational Services Grand Opening

The new headquarters of Valdez Educational Services will be dedicated to the late Bonnie Sheree Johnson, a civil rights advocate best known for her role in fighting school segregation during the 1960s and as a "torchbearer" for civil rights in the Inland Empire (advancing educational equality and community empowerment). SAN BERNARDINO, CA — Valdez Educational…

Read More

sbamericannews06 mins

UNCATEGORIZED — 3 days ago

Atty. Gen. Bonta Warns School Districts: Act on Sexual Misconduct or Face Consequences

Bo Tefu | California Black Media California Attorney General Rob Bonta is urging K-12 school districts across the state to take stronger action to prevent and respond to sexual harassment, assault, and abuse, reminding them of their legal obligations under state law. In a legal alert issued April 22, Bonta emphasized that schools must actively…

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age, he carried a youthful, high-energy presence and a passion for flight that would one…

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sbamericannews01 mins

UNCATEGORIZED — 3 days ago

A New Hope for Hard-to-Treat Bladder Cancer Made It Through Clinical Trials

By Team BlackDoctor.org (HealthDay News) — There's new hope for people battling advanced bladder cancer who do not respond to first-line therapy, researchers report. An experimental new drug with the unwieldy name of cretostimogene grenadenorepvec spurred complete remission of the cancer in three-quarters of patients who hadn't responded to an immune-focused treatment typically used to…

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sbamericannews07 mins

HEALTH NEWS — 3 days ago

Overcoming the Guilt of a Medical Diagnosis: My Kidney Disease Journey

A Call to Action to Help Fight Kidney Failure in At-Risk Communities: American Kidney Fund Urges People to be APOL1 Aware Newly established AMKD Coalition unites leading voices to address need to heighten awareness of APOL1-mediated kidney disease (AMKD) APOL1-Mediated Kidney Disease (AMKD) is a genetic condition associated with variants (mutations) in the APOL1…

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sbamericannews08 mins

LOCAL NEWS — 3 days ago

The Golden Renaissance Scholarship Gala Recognizes IE Black Leaders with Lifetime Achievement Awards

RIVERSIDE, CA — Alpha Phi Alpha Fraternity, Inc., Phi Upsilon Chapter's inaugural Golden Renaissance Scholarship Gala recognizes Black leaders whose contributions have shaped education, public service, and community empowerment in the Inland Empire. The Gala is Sunday, May 17, 2026, at 6:00 PM, in the Grand Parisian Ballroom at the Mission Inn Hotel & Spa…

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sbamericannews05 mins

UNCATEGORIZED — 3 days ago

State of Preschool Yearbook Provides an Annual Snapshot of State-Funded Preschool

By National Institute for Early Education Research Georgia's state-funded pre-k program for 4-year-olds was recognized as the largest state-

BEFORE The homepage feed, spring 2026

WHY IT MATTERS

Readers browse by topic. Search engines and AI tools use sections to work out what a site covers. A sponsor looks at a section page to see what their name would sit beside.

WHAT WAS THERE

The paper had published more than 10,000 articles. Most were not yet sorted into sections, so a visitor browsing by topic saw only part of what the paper had published.

TRIDYN CREATIVE MEDIA

WHAT WE FOUND

The paper had the trust and the demand. Eight gaps stood between them and the income the paper could collect.

No offer for a larger sponsor

Ads were sold one at a time. A business that wanted a lasting presence in the paper had no program to buy.

Cost: bigger budgets had nothing to say yes to.

No way to buy or pay online

Every ad and notice began with a call or an email and ended with a check or an invoice.

Cost: sales waited on office hours.

No shared sales process

Prices, answers, and follow-up depended on who took the call.

Cost: a buyer could get a different price or answer depending on who took the call.

Customer history with no way to use it

Past customers sat in old invoices and payment records, not in one list.

Cost: no way to invite a past customer back.

A website that was hard to navigate

The menu led to business pages and most stories were not sorted into sections.

Cost: readers and search engines could not see what the paper covers.

A newsletter that could not grow or earn

It went out regularly, but readers could not join from the site and it had no space to sell.

Cost: a loyal audience that produced no income.

Parts that did not connect

The website, the newsletter, and social media each ran separately, by hand.

Cost: a small team's time, and a reader of one had no path to the others.

No view of what was working

Sales were recorded in separate places.

Cost: no clear picture of which products earned the most.

THE BIG PICTURE None of these was a marketing problem. More marketing would have sent more people into the same gaps, so closing them came first.

THE STRATEGY

Our strategy: sell the paper's trust, make it easy to buy, and connect every part so a small team can run it.

Sell trust, not audience size

WHAT WE SAW

A community paper cannot compete with large websites on the number of readers. Its advantage is 57 years of trust and its standing with the courts.

WHAT WE DECIDED

Create a sponsorship program priced as a flat monthly amount, so a sponsor buys a place in a trusted paper.

Remove every wait between interest and payment

WHAT WE SAW

Each gap was a point where a buyer had to stop and wait for a person.

WHAT WE DECIDED

Put the offers, the prices, and the payment online, so a customer can act the moment they are ready.

Connect the parts so each one feeds the next

WHAT WE SAW

The website, the newsletter, social media, and the customer records each worked alone.

WHAT WE DECIDED

Build one system where a visit leads to a signup, a sale creates a record, and a record brings the customer back.

Build it for the team that runs it

WHAT WE SAW

A small team already puts out a weekly paper and has no time for extra steps.

WHAT WE DECIDED

Automate the work that repeats, keep daily tasks simple, and train the team to run it themselves.

WHAT WE KEPT We kept what people already trusted: the 1969 seal, the paper's legal standing, and the outside notice service some of its customers already file through.

THE TRANSFORMATION, AT A GLANCE

What changed, and what the paper gains from each change.

	OLD SYSTEM	OUR SYSTEM	WHAT THE PAPER GAINS
Sponsorships (new)	Ads were sold one at a time, with no ongoing program for a business that wanted a lasting presence.	**A sponsorship program with three monthly packages at $250, $500, and $1,000, bought online.**	**A new way to earn recurring monthly income.**
Advertising	Buying an ad meant a call or an email, then an invoice or a check.	**An Advertise page with prices, buy buttons, and payment by card.**	**Ads can be sold and paid for at any hour.**
Legal notices	Orders by phone and email, payment by check, documents sent separately.	**A notice is ordered, paid for, and uploaded in one visit, then posted to a searchable public list of notices.**	**Its steadiest income is collected sooner, with less staff time.**
Customer records	Customer history existed, but it sat in old invoices and payment records.	**One customer record: a single list of every customer and everything they bought, with the paper's past customers and advertisers loaded in.**	**The paper can go back to past customers with a new offer.**
The newsletter	It went out regularly, but readers could not join from the site and it had no space to sell.	**A redesigned newsletter with space sponsors can buy, and signups on the site and in the printed paper.**	**The list can grow, and every issue can earn.**
Social media	Each account was posted to by hand.	**We automated the posting. When a story is published on the website, it is sent to the paper's Facebook, Instagram, and Threads accounts.**	**A constant source of content, with no additional staff time required.**
Sales tracking	Sales were recorded in separate places.	**Every sale is recorded in one place, by product.**	**The paper can see an overall picture of its revenue at a glance.**

HOW WE WORKED

We rebuilt the paper's website and systems while it kept publishing every week.

A business that earns every week cannot be taken offline to be rebuilt. We planned the order of the work so the paper's daily business was never disrupted.

JULY

Understand

We studied how the paper earned, who it served, and where sales stalled. We identified the gaps and wrote a proposal to close them.

JULY TO AUGUST

Create the offer

The paper had no offer online that a larger sponsor could buy. We built the sponsorship program with the paper first, then designed the pages around it.

AUGUST TO NOVEMBER

Build without disruption

The work went onto the live site as more than 60 small updates. Each one was checked, logged, and could be undone, and the paper kept publishing throughout.

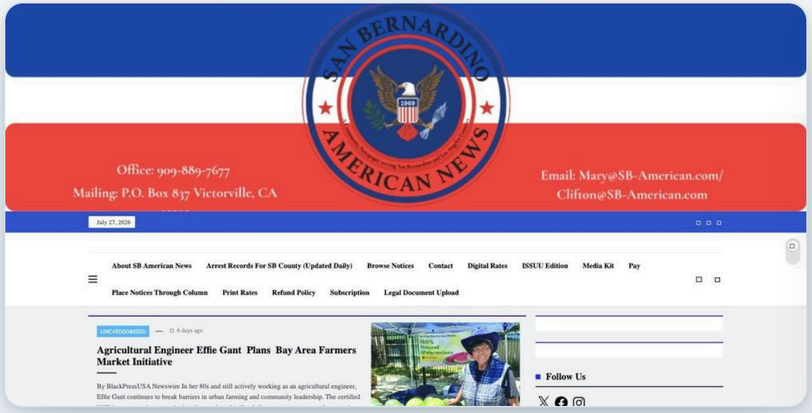
OCTOBER 16 ONWARD

Hand it over

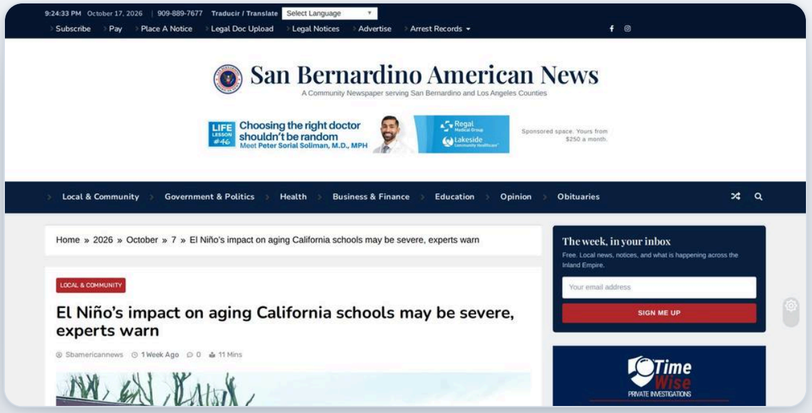
We trained the team live and left a 19-page how-to guide, written guides, and videos, so the daily work is theirs.

THE WEBSITE

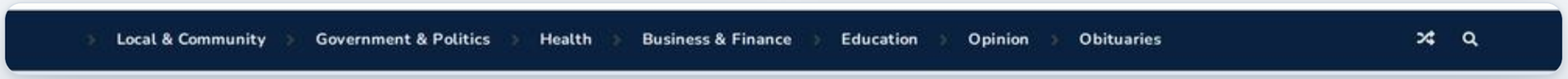
We rebuilt the entire website and made it easy to navigate.



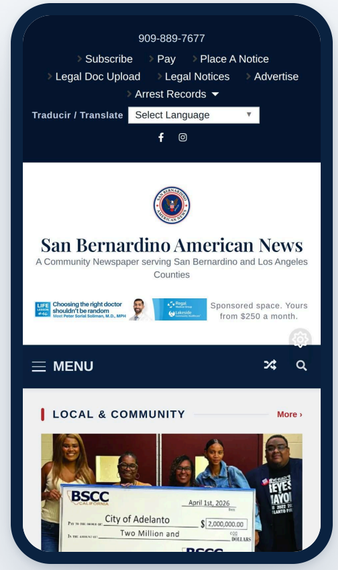
BEFORE July 27, 2026



AFTER October 17, 2026



The new menu: seven news sections, each filled as stories are published



Mobile view

THE PROBLEM WE SOLVED

The menu led to pages such as Pay and Print Rates, and most stories were not sorted by topic. Readers had to hunt for the news, and search engines could not tell what the paper covers.

WHAT WE BUILT

A front page that leads with the day's main story. A menu of seven news sections, with all of the paper's 10,000 articles sorted into them. A page for buying ads, a page for placing legal notices, a newsletter signup, a Spanish translation button, and the policy pages a careful buyer checks before paying.

WHAT THE PAPER GAINS

Readers reach the news in a tap. Search engines and AI search tools can read what the paper covers. Every visitor has a next step, and the paper has places to sell.

THE BRAND

We refreshed the brand and applied it everywhere a customer meets the paper.



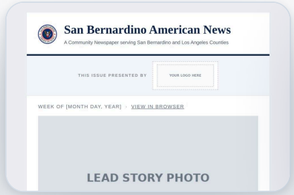
BEFORE The header was one image.



AFTER The seal, with the paper's name as text that search engines can read.



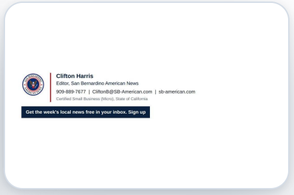
Advertising kit



Newsletter



Print signup box



Staff email

WHY IT MATTERS

A sponsor checking the paper looks in more than one place. Seeing the same established business each time is what builds confidence to buy.

WHAT WE BUILT

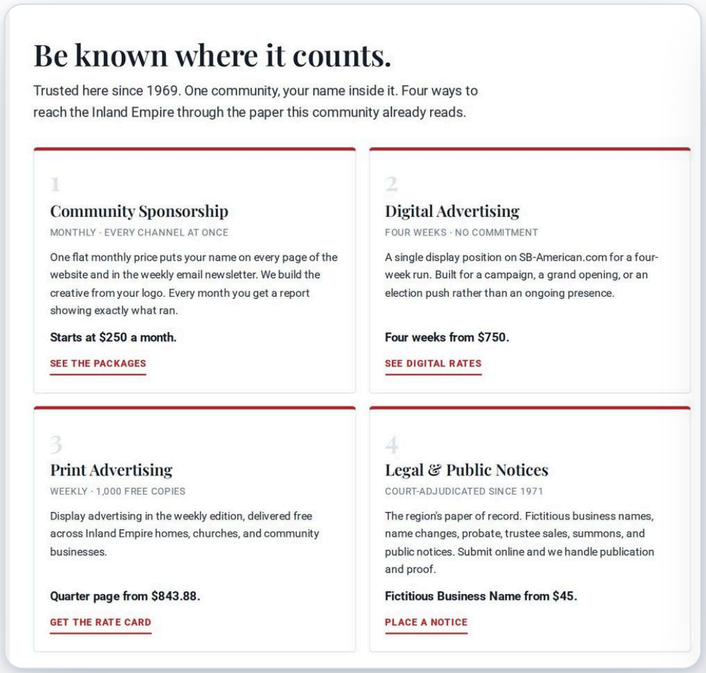
We kept the 1969 seal, because it is what people already recognize, and refreshed the paper's name, colors, and lettering around it. Then we applied it to the website, the order pages, the newsletter, the advertising kit it sends to businesses, the sales sheets, the signup box printed in the paper, and staff email.

WHAT THE PAPER GAINS

One recognizable brand everywhere, so the paper looks as established online as it is in its community.

A NEW WAY TO EARN

We gave the paper a new way to earn: a sponsorship program a business can buy online.



Be known where it counts.

Trusted here since 1969. One community, your name inside it. Four ways to reach the Inland Empire through the paper this community already reads.

1

Community Sponsorship

MONTHLY · EVERY CHANNEL AT ONCE

One flat monthly price puts your name on every page of the website and in the weekly email newsletter. We build the creative from your logo. Every month you get a report showing exactly what ran.

Starts at $250 a month.

SEE THE PACKAGES

2

Digital Advertising

FOUR WEEKS · NO COMMITMENT

A single display position on SB-American.com for a four-week run. Built for a campaign, a grand opening, or an election push rather than an ongoing presence.

Four weeks from $750.

SEE DIGITAL RATES

3

Print Advertising

WEEKLY · 1,000 FREE COPIES

Display advertising in the weekly edition, delivered free across Inland Empire homes, churches, and community businesses.

Quarter page from $843.88.

GET THE RATE CARD

4

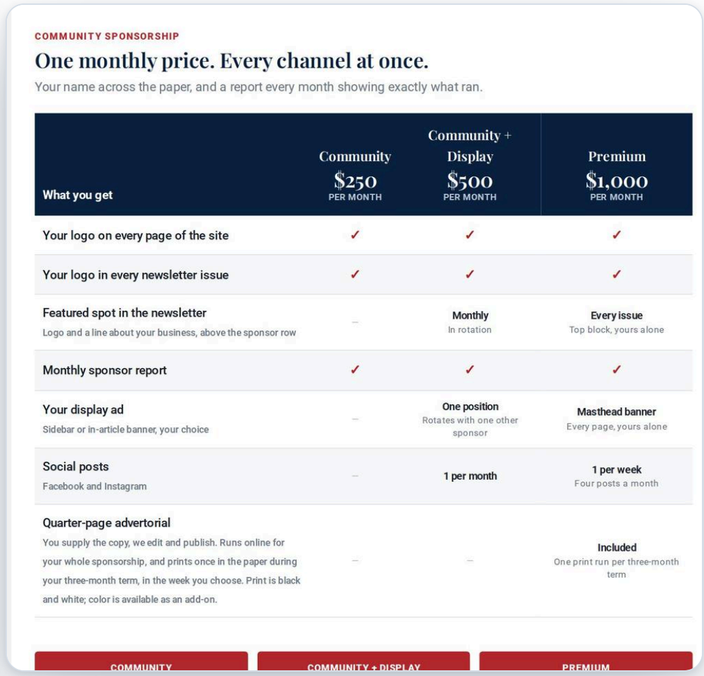
Legal & Public Notices

COURT-ADJUDICATED SINCE 1971

The region's paper of record. Fictitious business names, name changes, probate, trustee sales, summons, and public notices. Submit online and we handle publication and proof.

Fictitious Business Name from $45.

PLACE A NOTICE



COMMUNITY SPONSORSHIP

One monthly price. Every channel at once.

Your name across the paper, and a report every month showing exactly what ran.

What you get	Community $250 PER MONTH	Community + Display $500 PER MONTH	Premium $1,000 PER MONTH
Your logo on every page of the site	✓	✓	✓
Your logo in every newsletter issue	✓	✓	✓
Featured spot in the newsletter Logo and a line about your business, above the sponsor row	–	Monthly In rotation	Every issue Top block, yours alone
Monthly sponsor report	✓	✓	✓
Your display ad Sidebar or in-article banner, your choice	–	One position Rotates with one other sponsor	Masthead banner Every page, yours alone
Social posts Facebook and Instagram	–	1 per month	1 per week Four posts a month
Quarter-page advertorial You supply the copy, we edit and publish. Runs online for your whole sponsorship, and prints once in the paper during your three-month term, in the week you choose. Print is black and white; color is available as an add-on.	–	–	Included One print run per three-month term

COMMUNITY | COMMUNITY + DISPLAY | PREMIUM

The Advertise page: packages, what each includes, and buy buttons

THE PROBLEM WE SOLVED

The paper sold ads one at a time, by phone and email. A business that wanted a lasting presence had no program to buy, and no way to buy without waiting for a call back.

WHAT WE BUILT

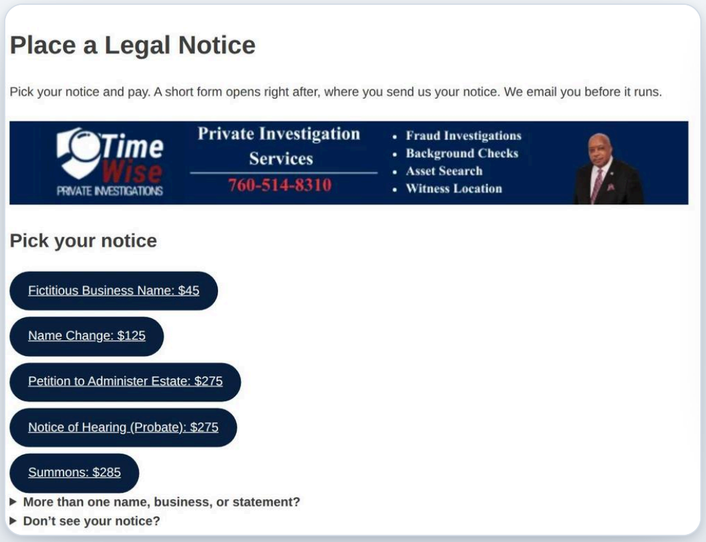
Three monthly sponsorship packages at $250, $500, and $1,000, each for at least three months, plus a four-week ad. Every option shows its price and what it includes, and has a buy button. Payment is by card, and a welcome message asks the sponsor for their logo and ad details.

WHAT THE PAPER GAINS

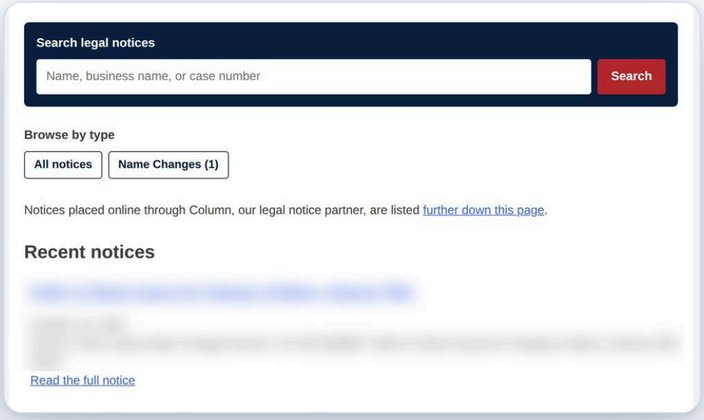
A new way to earn recurring monthly income, and ad sales that no longer wait on office hours.

GETTING PAID FASTER

We removed the barriers to placing a legal notice, so the paper's steadiest income no longer waits on a phone call.



Place a Legal Notice: pick the notice, pay, then send the documents



The public notices page: search or browse by type. Name blurred here.

THE PROBLEM WE SOLVED

Placing a notice depended on reaching a person at the paper. Each one took phone calls, a check, and paperwork sent separately, which was slow for the customer and for the staff.

WHAT WE BUILT

Five kinds of notice have a fixed price and are ordered, paid for, and uploaded in one visit. Notices whose price depends on their length are sent in, and the paper emails an invoice that is paid online. Published notices go onto a public page anyone can search, and the team posts one by sending an email.

WHAT THE PAPER GAINS

A notice can be placed at any hour without a staff member. The paper is paid up front, and its team spends less time on each one.

OCT 15, 2026 First legal notice ordered and paid for through the new page

OCT 16, 2026 First notice posted to the public notices page

THE NEWSLETTER AND NEW READERS

We rebuilt the newsletter so sponsors can buy space in it, and gave the paper four ways to reach new readers.

THE PROBLEM WE SOLVED

The newsletter went out regularly, but readers could not join from the website and there was no space in it for a sponsor.

WHAT THE PAPER GAINS

A newsletter sponsors can buy into, and a readership that can grow without adding work for a small team.

WHAT WE BUILT

On the website

A newsletter signup sits beside the news.

In the printed paper

A QR code printed in the paper connects print readers to the online list.

In every issue

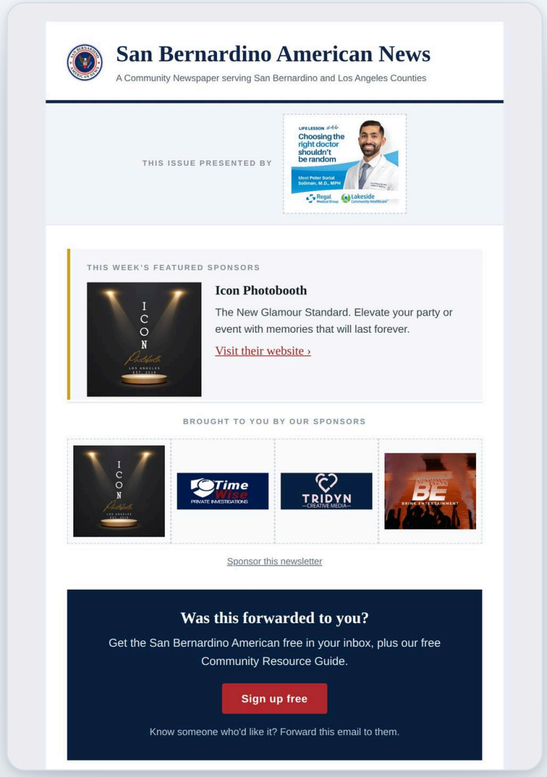
Space for sponsors, a line asking readers to pass it on, and a free local guide for each new subscriber.

On social media

New stories are pushed to social media automatically. That cuts staff time and gives the paper a constant source of content.

PAST CUSTOMERS FIRST

People who already trust a business are the easiest to reach again, so the paper's past customers were the first to hear about its new look and the first invited to the newsletter.



LIVE The October 16 issue

THE SPONSORSHIP PROGRAM

We helped the paper create a sponsorship program, and gave its team everything needed to sell it.

THE PROBLEM WE SOLVED

Once the program existed, the team needed one set of prices and answers to sell it from, so every business hears the same thing.

HOW WE DID IT

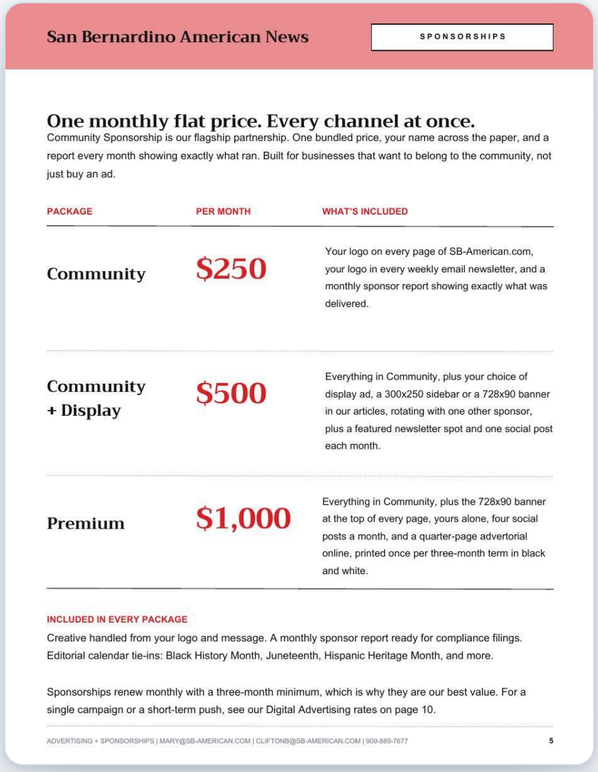
We worked with the paper to shape the program: what to offer, at what price, and why a sponsor would say yes. The pages and the sales materials were built from that.

WHAT THE PAPER GAINS

A program the team can sell with confidence, new leads to work from, and sponsors who are brought on without paperwork.

WHAT WE BUILT

- Sales materials: a one-page price sheet, written call scripts, a summary to send after the call, and a monthly report for each sponsor
- A sales pipeline a salesperson on the team can work from for new leads, following each business from first contact to renewal
- Automation for every new sponsor: the payment is collected, a welcome goes out, and the sponsor is asked for their logo and ad details
- An email campaign that goes back to the paper's past advertisers with the new program



San Bernardino American News

SPONSORSHIPS

One monthly flat price. Every channel at once.

Community Sponsorship is our flagship partnership. One bundled price, your name across the paper, and a report every month showing exactly what ran. Built for businesses that want to belong to the community, not just buy an ad.

PACKAGE	PER MONTH	WHAT'S INCLUDED
Community	$250	Your logo on every page of SB-American.com, your logo in every weekly email newsletter, and a monthly sponsor report showing exactly what was delivered.
Community + Display	$500	Everything in Community, plus your choice of display ad, a 300x250 sidebar or a 728x90 banner in our articles, rotating with one other sponsor, plus a featured newsletter spot and one social post each month.
Premium	$1,000	Everything in Community, plus the 728x90 banner at the top of every page, yours alone, four social posts a month, and a quarter-page advertorial online, printed once per three-month term in black and white.

INCLUDED IN EVERY PACKAGE

Creative handled from your logo and message. A monthly sponsor report ready for compliance filings. Editorial calendar tie-ins: Black History Month, Juneteenth, Hispanic Heritage Month, and more.

Sponsorships renew monthly with a three-month minimum, which is why they are our best value. For a single campaign or a short-term push, see our Digital Advertising rates on page 10.

ADVERTISING + SPONSORSHIPS | MARY@SB-AMERICAN.COM | CLIFTONB@SB-AMERICAN.COM | 909-889-7677 5

A page from the paper's advertising kit

AUTOMATION AND THE CUSTOMER RECORD

We automated the paper's follow-up, so every customer gets a response and nothing depends on someone remembering.

THE PROBLEM WE SOLVED

Follow-up depended on a person remembering to do it, and customer history sat in old invoices and payment records where it could not be used.

WHAT WE BUILT

We set up automations so that every payment, welcome, request, and reminder happens on its own, and every customer and sale is saved to one list.

WHAT THE PAPER GAINS

Customers hear back right away

A new customer gets a response and their next step without waiting for the office to open.

The team's time is freed

Staff step in only where a person is needed.

The paper knows its customers

Everything a customer has bought is in one place, so the paper can go back to them with a new offer.

Revenue at a glance

Every sale is recorded by product, so the paper can see where its income comes from.

TRIDYN CREATIVE MEDIA

TRAINING AND HANDOVER

We trained the paper's team to run the daily work, and we stay on for ongoing support.

A system only helps if the client can run it. We designed the daily tasks around how this team already works, then trained them on every one.

HOW WE HANDED IT OVER

- Live training on October 16, 2026
- A 19-page how-to guide covering each task
- A written guide and a video for posting legal notices
- Videos on placing ads on the site
- A checklist for keeping the site in order

The paper

Runs the news, its customers, and the daily tasks.

Tridyn

Maintains the website and the customer system, and provides ongoing support.

TRIDYN
CREATIVE MEDIA

EVERYTHING WE DELIVERED

What we delivered, and what each one does for the paper.

A full review and a plan
The gaps identified, and a proposal to close them, before anything was built.

A rebuilt website
Readers find the news, and every visitor has a next step.

A refreshed brand
One recognizable look everywhere a customer meets the paper.

A sponsorship program
An additional revenue stream of recurring monthly income.

An online product catalog
Nine things a customer can buy and pay for online: five legal notices and four ad options.

Online legal notices
The paper's steadiest income, ordered and paid for without a phone call.

A customer system (CRM)
Every customer, sale, and payment in one place.

Automations
Payments, welcomes, requests, and reminders that happen without staff.

A sales pipeline
New leads a salesperson can work, from first contact to renewal.

A sales kit
A price sheet, call scripts, a follow-up summary, and a sponsor report, so the team sells the same way.

A media kit
Shows a business what advertising in the paper includes and what it costs.

A redesigned newsletter
Space sponsors can buy, and signups that let the list grow.

Email marketing campaigns
Past customers and advertisers invited back with what is new.

Automated social posting
A constant source of content, with no additional staff time required.

Training and guides
A team that runs the daily work on its own.

Ongoing support
The website and the customer system kept running and up to date.

WHERE IT STANDS TODAY

The paper now takes orders and payments automatically, which frees its team to run the business.

WHAT AUTOMATED SYSTEMS CHANGED

Sales without a call

Orders and payments come in online, at any hour.

Follow-up without a reminder

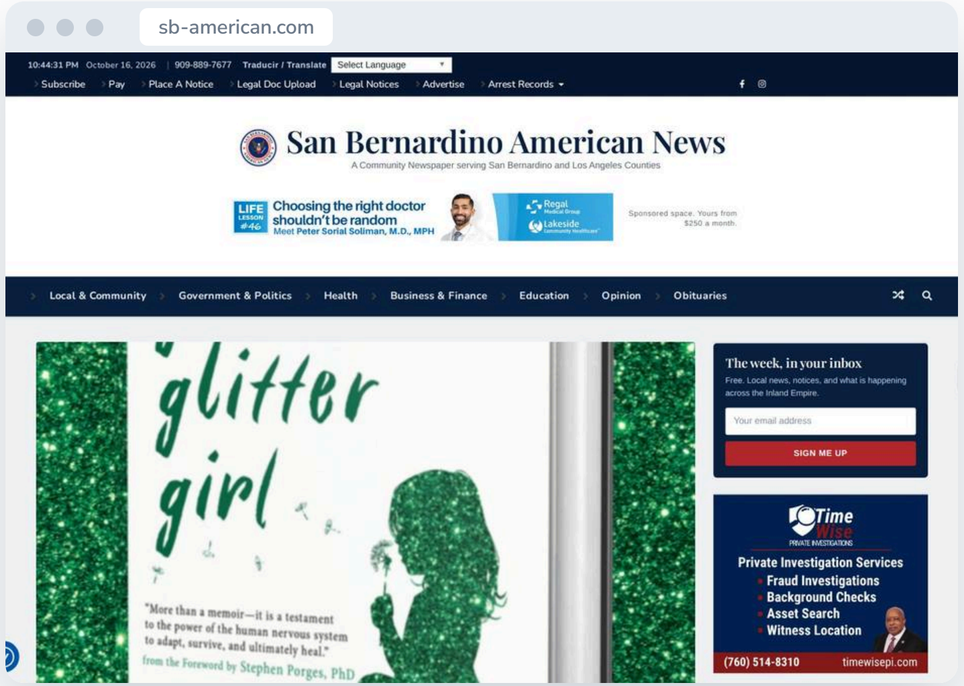
Welcomes, requests, and reminders go out on their own.

Reach without extra work

Stories go to the site, the newsletter, and social media automatically.

Time for the business

The team spends its time on the news and its customers.



TRIDYN CREATIVE MEDIA

IF YOU RUN A BUSINESS

Three questions worth asking about your own business.

Most established businesses have gaps like these and do not know it. Three questions will show you.

1. **Can a customer see what you offer and buy it without calling you first?**

2. **Can you reach every past customer today with a new offer?**

3. **Does your digital footprint elevate and position your business?**

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Want us to look at your business the same way?

Book a 30-minute call. We will walk through how your customers find you, buy from you, and come back, and show you where the gaps are.

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