



# 2016 RETAIL MEDIA KIT

**Six-Time Los Angeles Press Club Award Winner** 

2014 Los Angeles Press Club Award for Best Investigative Newspaper in Los Angeles Second Place Award- Best Feature

2013 Los Angeles Press Club Award for *Best News Feature Story in Los Angeles Two Second Place Awards- Hard News, Investigative Series* 

**2012 Pulitzer Prize Nominee** 

2012 Los Angeles Press Club Award for *Best Investigative Newspaper in Los Angeles* 



13079 E. Artesia Blvd., Ste. B-108, Cerritos, CA 90703 loscerritosnews.net • +1 (562) 407-3873

# Newspaper

#### Quality. Quantity. Loyalty.

The Community News is an integral part of people's lives. Our content is available to more than 165,000 readers across multiple platforms. And, those loyal readers are influential and highly engaged. This is what makes it one of the most attractive environments for advertisers.



**Don Knabe** Los Angeles County Supervisor Former Mayor of Cerritos, Cerritos Resident



## COMMUNITYNEWS

Cerritos Remembers th Anniversary of the

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Hawaiian Garde Council Reviews National Disaste Emergency Plan

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Need To See A Doctor TODAY?

(562)531-2550

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#### Informed.

For an insightful view of our area, there's no paper like The Community News. For more than 14 years, our readers have expected their newspaper to provide the most thorough and uncompromising coverage in our area.

"We have been advertising in Los Cerritos Community News for 8 weeks and had our best month ever this last April. After that, we signed a one year contract and had our best ever June! I highly recommend using Los Cerritos Community News for your marketing and advertising."

#### George Kerby

Owner California Replacement Windows Cerritos, Ca.

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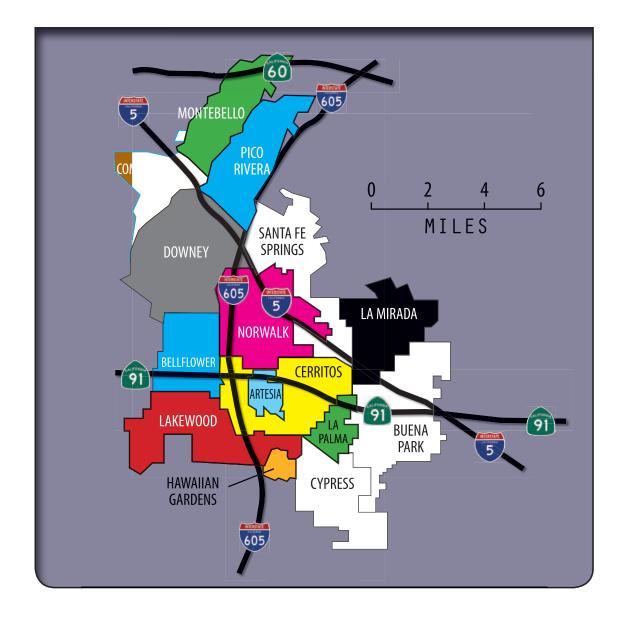
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Lakewood



## COMMUNITYNEWS ZIP CODE COVERAGE

CITY	ZIP CODE	QUANTITY
Artesia	90701	3,000
Bellflower	90706/07	6,000
W. Buena Park	90620	5,500
Cerritos	90703	17,000
Commerce	90040	4,000
Cypress	90621	5,500
Downey	90240, 241, 242	7,000
E. Lakewood	90715	5,000
Hawaiian Gardens	90716	4,000
La Mirada	90638	10,000
La Palma	90623	3,000
Norwalk	90650	5,000
Pico Rivera	90662	6,000
Santa Fe Springs	90670	5,000

TOTAL DISTRIBUTION:

86,000

## COMMUNITYNEWS AD RATES

"As a Los Angeles County Supervisor I need to keep in touch and inform my constituents. The Community News is always there to help me and other local politicians, offering editorial space for press releases as well as accepting articles for publication on the Opinion Page. Furthermore, if I want to know what's going on in the community, I always pick up the Community News first."

#### Don Knabe

Los Angeles County Supervisor Former Mayor of Cerritos, Cerritos Resident



## **PRICING EXAMPLE:**

#### An Eighth Page advertisement one-time in Zones 1-5 would cost \$599 (\$140+\$120+120+\$120+\$99).

**COLOR CHARGES:** 1 Color - \$50 • 2 Color - \$100 • 3 Color - \$150 4 Color - \$200 • 85 Line Screen

**ADVERTISING DEADLINES:** Space Reservations - Friday 5:00 PM Camera Ready - Tuesday, Noon • Friday Publication

**DESIGN & PRODUCTION:** As a service to our advertisers, the Los Cerritos Community News will produce your ad.



## 562.407.3873

13047 E. Artesia Blvd., C-102 • Cerritos, CA. 90703 loscerritosnews.net• sales@cerritosnews.net

#### ZONE 1 - 35,000 Circulation

Artesia, Bellflower, Cerritos, E. Lakewood, Hawaiian Gardens

\$100

\$75

\$55

#### Prices are on a per issue basis: 8 weeks 13 weeks 26 weeks 52 weeks Open Full \$900 \$850 \$825 \$800 \$770 Half \$500 \$470 \$440 \$415 \$385 Quarter \$400 \$275 \$250 \$220 \$330 Eighth \$220 \$195 \$175 \$165 \$140

\$125

#### **ZONE 2 - 15,000 Circulation** Norwalk, Pico Rivera, Commerce Community News

#### Prices are on a per issue basis:

\$145

Sixteenth

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$650	\$625	\$600	\$550	\$500
Half	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$90	\$80	\$70	\$60	\$45

#### ZONE 3 - 15,000 Circulation

La Mirada, Santa Fe Springs Lamplighter

#### Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$675	\$650	\$625	\$600	\$575
Half	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$95	\$85	\$75	\$65	\$50

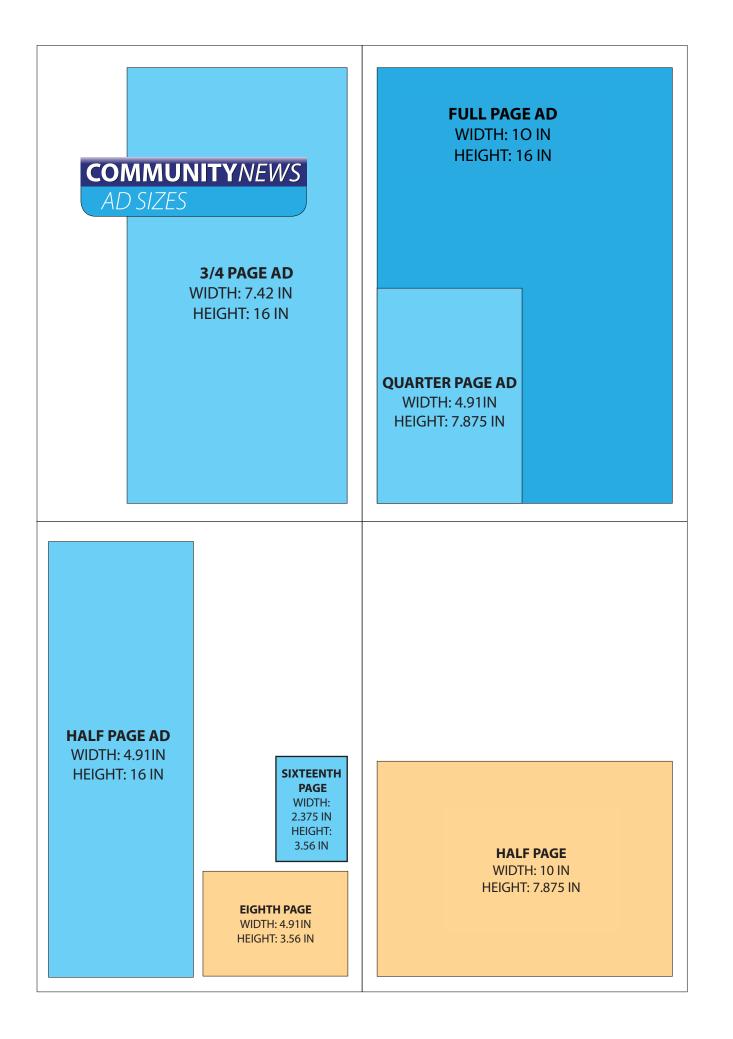
#### **ZONE 4 - 7,000 Circulation** Downey Community News

#### Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$650	\$625	\$600	\$575	\$550
Half	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$85	\$75	\$65	\$55	\$45

#### **ZONE 5- 14,000 Circulation** La Palma, North Cypress, West Buena Park

#### Prices are on a per issue basis: 8 weeks 13 weeks 26 weeks 52 weeks Open Full \$650 \$550 \$625 \$600 \$575 Half \$400 \$375 \$350 \$325 \$300 Quarter \$210 \$200 \$190 \$180 \$170 Eighth \$149 \$139 \$129 \$119 \$99 Sixteenth \$55 \$50 \$45 \$40 \$35



#### Money to spend

Cerritos area residents spend more in retail purchases than any city in California except Beverly Hills.

The average yearly income in Cerritos exceeds **\$79,000** per year.

#### Reach

The Community News reaches 95% of all homes and businesses in Cerritos, Commerce, Downey, Artesia, Hawaiian Gardens, Norwalk, East Lakewood, La Mirada, La Palma, and Pico Rivera every Friday.

Competing newspapers reach less than **12%**.

#### Value The Community News

reaches more residents but costs **1/3** less than the competitors.



LosCerritosNews.net is the #1 local news site in Southern California, visited by over 80,000 unique visitors each month, over 200,000 page views, average time on site is over 5 minutes. They access and connect daily with our award-winning journalism—in articles, video, and multimedia features—and become part of one of the most engaged, loyal community of readers on the Web.





LosCerritosNews.net is the #1 local news site, visited by over 80,000 unique visitors each month, over 200,000 page views. The median age of loscerritosnews.net online audience is 42. Average time on site is over 5 minutes, 57% new visits, average household income is \$80,000.

## Online Advertising Opportunities-Homepage Banner Ads-

## Leaderboard (728 x 90)

Premium (minimum 8,000 impressions)-\$600
Gold (minimum 5,000 impressions)-\$400

### Skyscraper above fold (120 x 600)

- Premium (minimum 8,000 impressions)-\$425
  - Gold (minimum 5,000 impressions)-\$300

## Standard Banner Ads (every page but home page) Leaderboard (728 x 90)

Premium (minimum 8,000 impressions)-\$500
Gold (minimum 5,000 impressions)-\$325

### Skyscraper above fold (120 x 600)

- Premium (minimum 8,000 impressions)-\$375
  - Gold (minimum 5,000 impressions)-\$275





f you run a small business that caters mostly to people in your geographic area, door hangers are a great investment.

We have a state-of-the-art Delivery Mapping System that can target your customers.

### 5 Reasons Why Door Hangers Are Your Best Investment:

- **1.** Target the <u>Right Areas</u>
- 2. Terrific for Small Geographical Areas
- 3. Hangers Offer Measurable Results
- 4. Advertising Specific to Your Business

## **PRINTED AND DELIVERED**

HIGH QUALITY AND TWO-SIDED FULL COLOR, HEAVY CARD-STOCK, FREE MAPPING SERVICES, DELIVERED TO YOUR TARGET AUDIENCE THROUGH ZIP CODE DELIVERY.

**4.25" x 11" in Door Hanger** 2,500-10,000 • 32 cents each 10,000+ • 28 cents each

**5.5" x 8.5" Door Hanger** 2,500-10,000 • 33 cents each 10,000+ • 29 cents each

**4" x 9" Door Hanger** 2,500-10,000 • 32 cents each 10,000+ • 27 cents each

**3.66" x 8.5" Door Hanger** 2,500-10,000 • 28 cents each 10,000 + • 25 cents each





Los Cerritos COMMUNITY**NEWSPAPER**GROUP Artesia • Cenitos • East Lakewood • La Palma • Howaiian Gardens • Norwalk • Pico Rivers

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