



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.

“As a Los Angeles County Supervisor I need to keep in touch and inform my constituents. Los Cerritos 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

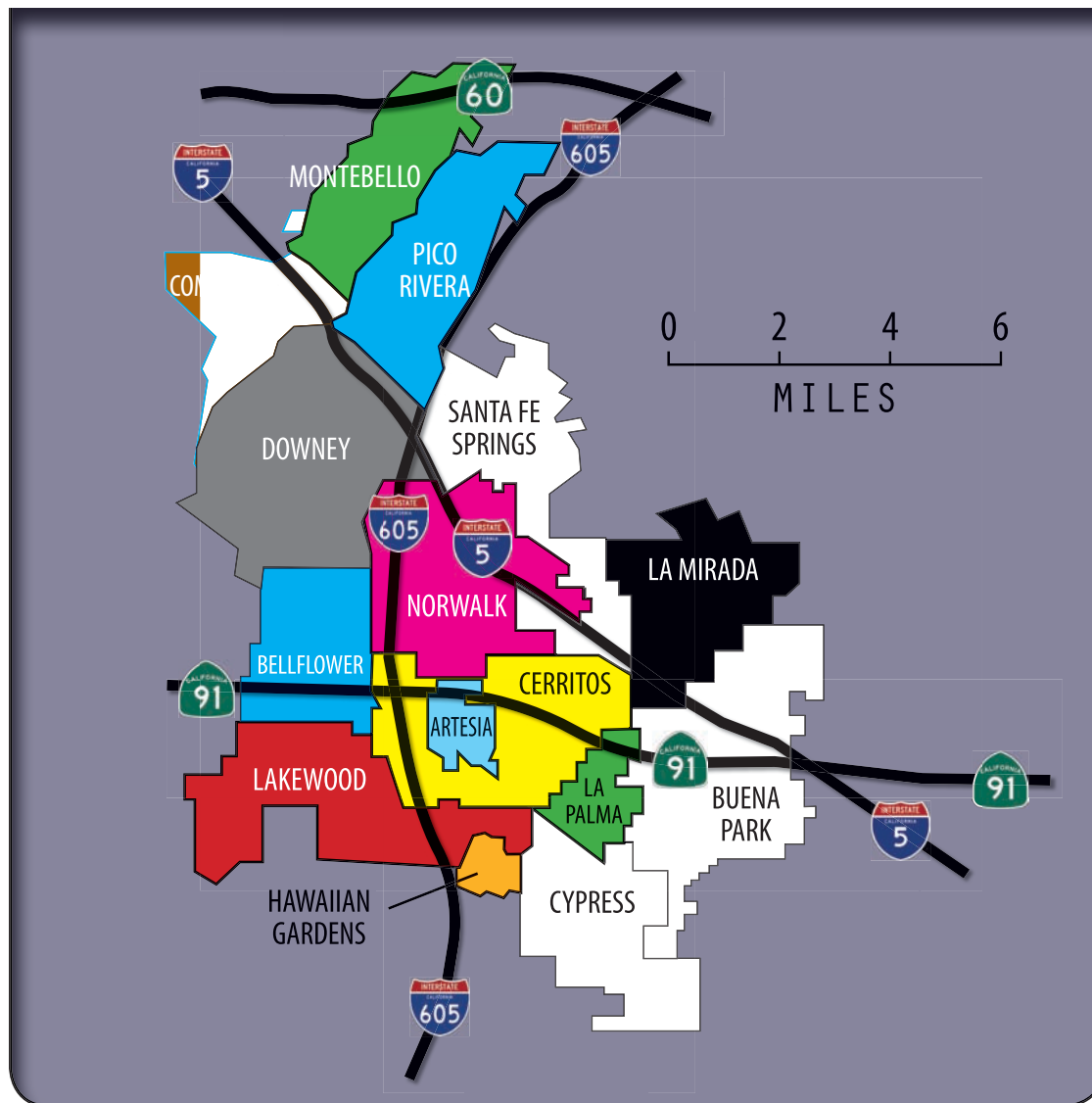


Informed.

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.



COMMUNITY NEWS
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

COMMUNITY NEWS 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."

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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

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$900	\$850	\$825	\$800	\$770
Half	\$500	\$470	\$440	\$415	\$385
Quarter	\$400	\$330	\$275	\$250	\$220
Eighth	\$220	\$195	\$175	\$165	\$140
Sixteenth	\$145	\$125	\$100	\$75	\$55

ZONE 2 - 15,000 Circulation

Norwalk, Pico Rivera, Commerce Community News

Prices are on a per issue basis:

	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:

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

COMMUNITYNEWS
AD SIZES

3/4 PAGE AD
WIDTH: 7.42 IN
HEIGHT: 16 IN

FULL PAGE AD
WIDTH: 10 IN
HEIGHT: 16 IN

QUARTER PAGE AD
WIDTH: 4.91 IN
HEIGHT: 7.875 IN

HALF PAGE AD
WIDTH: 4.91 IN
HEIGHT: 16 IN

SIXTEENTH PAGE
WIDTH: 2.375 IN
HEIGHT: 3.56 IN

EIGHTH PAGE
WIDTH: 4.91 IN
HEIGHT: 3.56 IN

HALF PAGE
WIDTH: 10 IN
HEIGHT: 7.875 IN

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.*



Online Newspaper

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.





Online Ad Rates

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



Full-Color Door hangers for as little as 25 Cents Each!! Printed and Delivered!

If 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 Right Areas
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

4" x 9" Door Hanger

2,500-10,000 • 32 cents each
10,000+ • 27 cents each

5.5" x 8.5" Door Hanger

2,500-10,000 • 33 cents each
10,000+ • 29 cents each

3.66" x 8.5" Door Hanger

2,500-10,000 • 28 cents each
10,000+ • 25 cents each

Call Today!
(562) 407-3873

Los Cerritos
COMMUNITY NEWSPAPER GROUP

Artesia • Cerritos • East Lakewood • La Palma • Hawaiian Gardens • Norwalk • Pico Rivera

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