



## 2017 RETAIL MEDIA KIT

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

**2012 Pulitzer Prize Nominee**

**2016 Four Los Angeles Press Club Awards:**

*Second Place Best Investigative Newspaper in Los Angeles*

*Second and Third Place Award- Best Sports Feature*

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**2015 Two Los Angeles Press Club Awards:**

*Best Investigative Newspaper in Los Angeles*

*Second Place Award- Best Sports Feature*

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**2014 Two Los Angeles Press Club Awards:**

*Best Investigative Newspaper in Los Angeles*

*Second Place Award- Best Feature*

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**2013 Three Los Angeles Press Club Awards:**

*Best News Feature Story in Los Angeles*

*Two Second Place Awards- Hard News, Investigative Series*

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**2012 Los Angeles Press Club Awards:**

*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



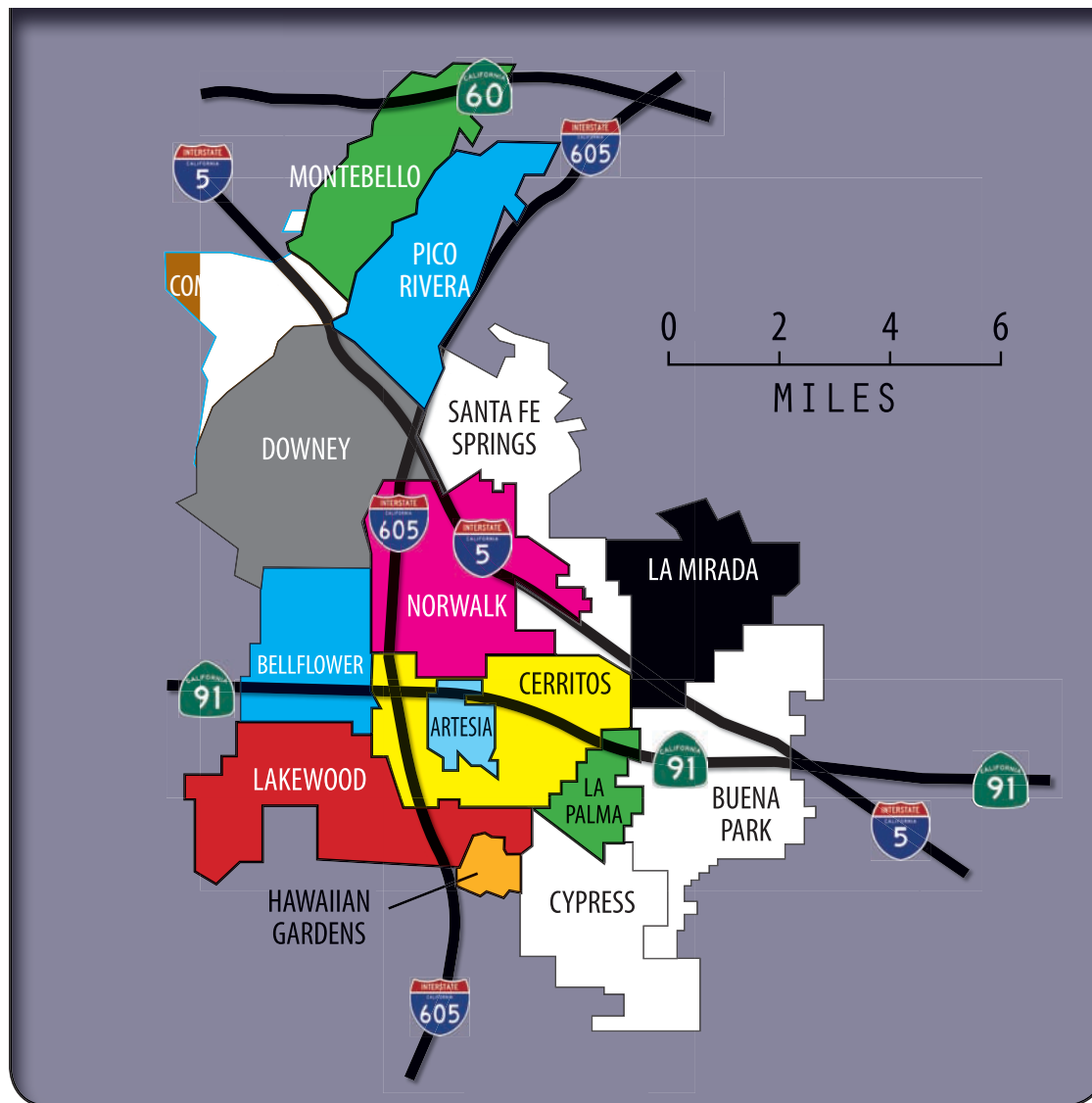
## Informed.

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."

**Don Knabe**

Los Angeles County Supervisor  
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## PRICING EXAMPLE:

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

**Pre-Print Inserts:** \$30 per thousand, Min. 10,000

**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 - 38,000 Circulation

Artesia, Cerritos, E. Lakewood, Bellflower  
Hawaiian Gardens, and La Palma Community News

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 - 22,000 Circulation

Norwalk, Montebello, Pico Rivera

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

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 - 4,000 Circulation

Commerce 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	\$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

