



## 2017 GENERAL MEDIA KIT

**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*

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

*Best Investigative Newspaper in Los Angeles*

*Second Place Award- Best Sports Feature*

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

*Best Investigative Newspaper in Los Angeles*

*Second Place Award- Best Feature*

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

*Best News Feature Story in Los Angeles*

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

**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

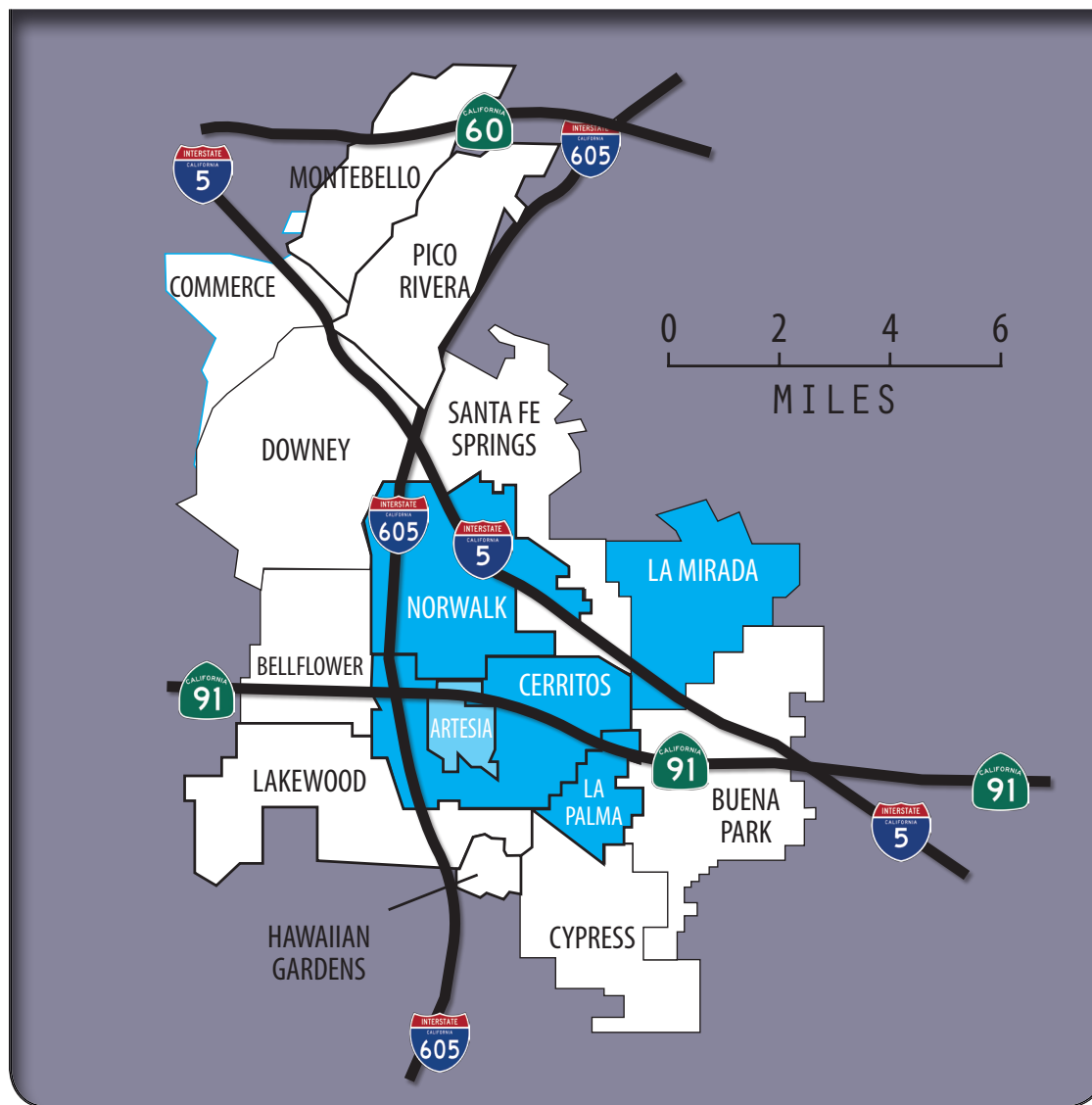


## Informed.

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.



**COMMUNITYNEWS**  
ZIP CODE COVERAGE

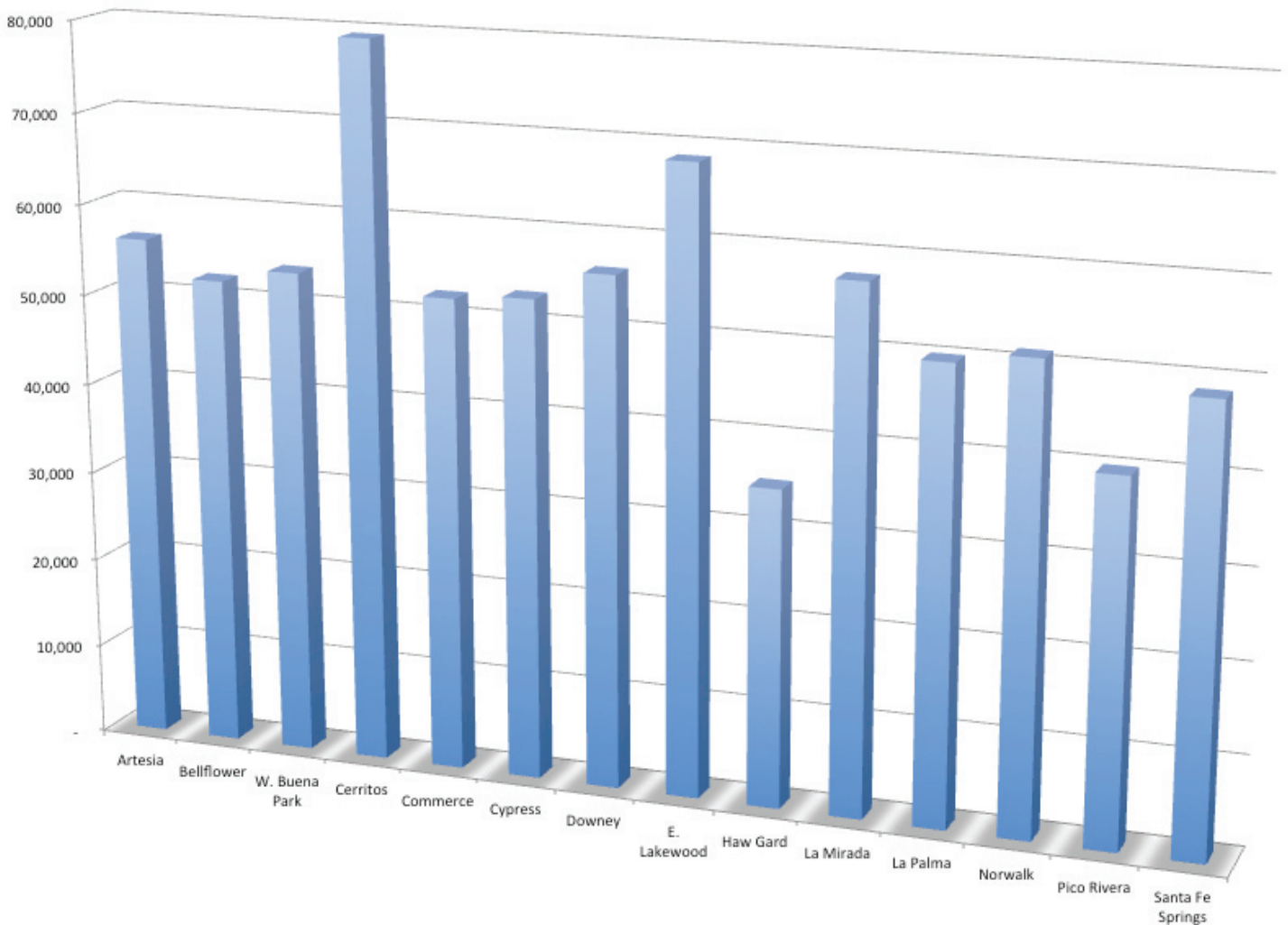
CITY	ZIP CODE	QUANTITY
<b>Zone 1-Blue</b>		
Artesia	90701	3,000
Cerritos	90703	17,000
La Mirada	90638	10,000
La Palma	90623	3,000
Norwalk	90650	5,000
<b>Total</b>		<b>38,000</b>
<b>Zone 2-White</b>		
Bellflower	90706/07	6,000
W. Buena Park	90620	5,500
Commerce	90040	4,000
Cypress	90621	5,500
Downey	90240, 241, 242	7,000
E. Lakewood	90715	5,000
Hawaiian Gardens	90716	4,000
Pico Rivera	90662	6,000
Santa Fe Springs	90670	5,000
<b>Total</b>		<b>48,000</b>
<b>TOTAL DISTRIBUTION:</b>		<b>86,000</b>

# COMMUNITYNEWS

## Demographic Characteristics

	Zip Code	Population	Single Family Dwellings	Median Income	Population Characteristics-				
					% White	% Black	% Hispanic	% Asian	Age
Artesia	90701	19,172	4,913	50,076	47.09%	4.64%	37.30%	32.59%	34
Bellflower	90706/707	76,907	24,900	52,131	42.00%	14.01%	52.03%	11.6%	32
Buena Park	90620	81,460	23,600	53,161	57.4%	4.5%	33.5%	22.7%	33
Cerritos	90703	51,273	16,235	79,307	29.50%	7.16%	10.85%	63.95%	37
Commerce	90040	12,568	3,377	36,572	44.80%	2.08%	93.60%	2.70%	38
Cypress	90621	47,986	15,564	53,223	65.61%	2.77%	15.65%	20.81%	34
Downey	90240,1,2	112,873	20,341	59,773	56.60%	3.90%	70.70%	7.70%	39
Hawaiian Gdns	90716	13,721	4,628	34,993	39.53%	4.36%	76.88%	11.62%	25
Lakewood	90715	51,235	14,229	68,565	44.82%	11.60%	34.00%	28.02%	32
La Mirada	90638	22,175	16,963	57,565	44.82%	11.60%	34.00%	28.02%	32
La Palma	90623	17,030	4,812	49,927	43.09%	5.01%	11.01%	44.01%	32
Norwalk	90650	98,463	14,562	51,121	49.09%	5.01%	63.01%	12.01%	32
Pico Rivera	90660	69,145	13,232	39,927	49.23%	1.1%	88.01%	2.01%	32
<b>Total</b>		<b>674,088</b>	<b>113,292</b>	<b>52,600</b>	<b>44.40%</b>	<b>5.28%</b>	<b>51.80%</b>	<b>27.64%</b>	<b>34</b>

## Average Income



# COMMUNITYNEWS • GENERAL ADVERTISING INFORMATION

*Delivered to 86,000 Homes and Businesses Each Week*

EFFECTIVE April 1, 2017

## ROP

Open Rate: \$45.00 Per Column Inch  
(5 Column x 15" Page Size, 75 column inches, other sizes on next page)

## **Contract Rate-**

**Zone 1** - 38,000 \$40.00

**Zone 2** - 48,000 \$38.00

## **FREQUENCY DISCOUNT**

<u>INCHES</u>	<u>DISCOUNT</u>	<u>RATE</u>
258	7%	\$37.20
387	15%	\$34.00
516	25%	\$30.00

**Full color additional charges: \$800 Full page, \$400 half page, \$300 quarter**  
**Spot color: Black + 1 \$200, Black + 2 \$400**

## INSERTS

Open Rate: \$45.00 Per Thousand (8.5" x 11, min. 10,000)

Contract Rate - Annual Bulk - Additional Discounts

## **FREQUENCY DISCOUNT**

<u>INSERTS</u>	<u>DISCOUNT</u>	<u>PER/M</u>
40,000	7%	\$41.85
40,001-80,000	15%	\$38.25
80,001+	25%	\$33.75

## **GENERAL ADVERTISING RATE CATEGORIES**

*Any product or service may be designated by the publisher to receive the general rate including the following:*

- Educational institutions outside California.
- Financial institutions including banks, savings and loans, mortgage companies, title and trust companies, public service corporations, offerings and stocks, bond and other securities, stockbrokers, security firms, loans and investments and insurance companies.
- Media Advertising including radio, television, cable, programmers, magazines, print and electronic media, directories, mail order, etc.
- New automotive including manufacturers and association advertising, passenger cars and trucks, trailer, tractor, airplane, boat, water sport and motorcycles.
  - Political and advocacy advertising.
  - Public utility advertising.
  - Retail outlet - outside of market manufacturer or wholesaler.
- Tobacco, liquor, health and beauty aids, food products and packaged goods such as soap, paper goods, etc.
  - Transitory seminars, lectures and conventions headquartered out of market.
- Transportation and travel advertising hotels and resorts, airlines, cruise lines, tour operators, bus lines, railroads, taxi cabs, vehicle rentals and automotive leasing.

## **DEADLINES**

***Thursday/Friday Publication***

**SPACE RESERVATIONS DUE BY FRIDAY 5:00 PM**  
**CAMERA READY DUE BY TUESDAY, NOON**

Digital files may be submitted. Pdf, eps or tiff files are acceptable. Documents can be prepared in InDesign, QuarkExpress, Photoshop or Adobe Illustrator. Include all fonts, imported files etc. Line Screen: 85 Line.

***Publisher reserves the right to revise advertising rates upon 30-day notice and all contracts are subject to this revision.***

**COMMUNITYNEWS**  
AD SIZES

**3/4 PAGE AD**  
4 columns by 15 inches  
60 total column inches

**FULL PAGE**  
5 columns by 15 inches  
75 total column inches

**QUARTER**  
3 columns by 7.5 inches  
22.5 total column inches

**HALF PAGE**  
5 columns by 7.5 inches  
37.5 total column inches

**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







**National,  
Major,  
and  
Mid-Major Advertisers**





# HMG

HEWS MEDIA GROUP

USSPI -

Zenith Media -

Anhueser Busch -

Saeshe -

Arrellano and Associates -

Creative Productions -

GMR Marketing -

M Buy -

Southland Motor Car Dealers -

Strategic Media -

Traffik -

Ventura Media Partners -

*Verizon, Humana*

*Chase Bank*

*Budweiser*

*LADWP*

*MTA Eastside*

*Goodwill*

*Nissan*

*Vintage Senior Housing*

*Chevrolet*

*MTA*

*Caremore*

*SCE*

