

## **2020 GENERAL MEDIA KIT**

## **2012 Pulitzer Prize Nominee**

## 14-Time Los Angeles Press Club Award Winner

2017 - Two Los Angeles Press Club Awards: Second Place Best Investigative Newspaper in Los Angeles Second Place - Journalist of the Year

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

16700 Valley View Ave., Suite 300, La Mirada Ca., 90638 18000 Studebaker Rd., Suite 700, Cerritos, Ca., 90703 loscerritosnews.net • sales@cerritosnews.net • (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?

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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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Lakewood

## **Unparalleled Readership-Ask these local politicians....**

"As a Los Angeles County Supervisor I needed to keep in touch and inform my constituents. Los Cerritos Community News always helped 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** Former Los Angeles County Supervisor Former Mayor of Cerritos,



"Everyone I know reads Los Cerritos Community News, it is a great asset to the community and prints valuable information about our community every week, I always read HMG-CN whenever I can."

> **Ali Taj** Mayor of Artesia



"I love the Los Cerritos Community News, I have read the paper for over 16 years. I am proud to have such a great newspaper as part of our community. LCCN keep everyone in the community up-to-date from infrastructure projects

to community events, you can find what's going on in your community in LCCN."

**Luigi Vernola** Mayor of Norwalk



"I call Los Cerritos Community News and the La Mirada Lamplighter the Los Angeles Times -South. Their investigative work has no equal in the community newspaper business. Everyone in La Mirada reads the paper, it is a great community

publication."

**Ed Eng** Mayor of La Mirada



"The Los Cerritos Community News broke the largest financial scandal in Los Angeles history, saving taxpayers millions. I gave LCCN the highest commendation the people of California can give in 2013 as an Assembly resolution. It was an honor to give the Resolution to LCCN."

*Mike Gatto* Former California State Assemblyman



"The Los Cerritos Community News is a very valuable asset to our community. LCCN keeps all our residents informed, it is our original hometown newspaper, keeping politicians in line and telling residents where the next great event is in the City. You know what is going on in Cerritos and all surrounding communities."

> *Mark Pulido* Mayor pro tem, Cerritos Former Mayor, Cerritos



"The Los Cerritos Community News and the Downey Community News is a terrific community resource. The community reads the DCN as do all local and area politicians. Their articles are second to none, Publisher Brian Hews has worked his sources for years and gets

stories no one else gets, everyone reads this paper."

Mario Guerra



Former Two Time Mayor of Downey

"The Los Cerritos Community News keeps all teachers, students, staff, and residents of our school district informed about what is going on at ABC Unified. Everyone in the district reads LCCN for everything from school lunches to district awards."

**Christopher Apodaca** President ABC Unified School Board

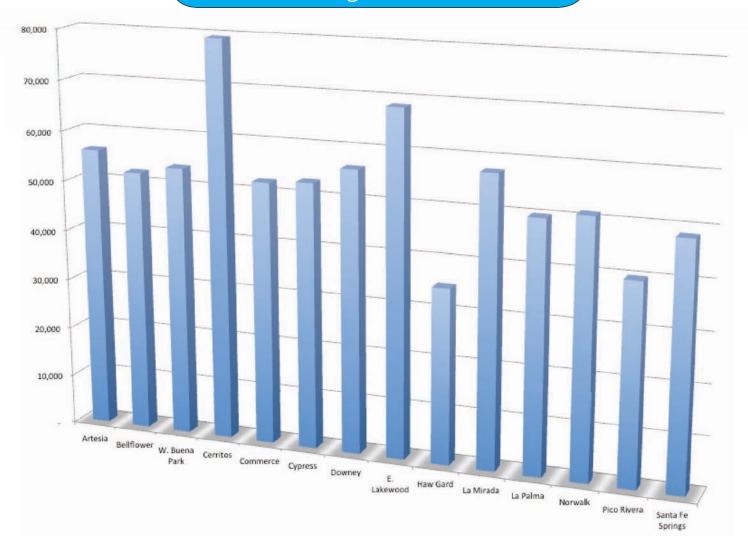


## COMMUNITYNEWS

Demographic Characteristics

			Single Family	Median	Populatior	n Characte	eristics-	
	Zip Code	Population	Dwellings	Income	% White %			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	23600	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
Total		674,088	113,292	52,600	44.40%	5.28%	<b>51.80</b> %	27.64% 34

Average Income





## **COMMUNITY***NEWS* • **GENERAL ADVERTISING INFORMATION**

#### Delivered to 86,000 Homes and Businesses Each Week EFFECTIVE JAN 1, 2019

#### <u>ROP</u>

Open Rate: \$59.00 Per Column Inch (5 Column x 15" Page Size) Contract Rate - Annual Bulk - Additional Discounts

INCHES	COL INCH
3-5 weeks	15%
6-9 weeks	20%
10+ weeks	25%

Full color additional charges: \$400 Full page, \$200 half page, \$100 quarter page

#### **INSERTS**

Open Rate: \$45.00 Per Thousand (8.5" x 11, min. 10,000) Contract Rate - Annual Bulk - Additional Discounts

<b>INSERTS</b>	DISCOUNT	PER/M
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.



CITY	ZIP CODE	QUANTITY
Artesia	90701	3,000
Cerritos	90703	17,000
La Mirada	90638	10,000
La Palma	90623	3,000
Norwalk	90650	5,000
Bellflower	90706/07	6,000
W. Buena Park	90620	4,500
Commerce	90040	3,000
Bell, Maywood, H Park	90201, 255, 270	5,000
Cypress	90621	5,500
Downey	90240, 241, 242	7,000
E. Lakewood	90715	5,000
Hawaiian Gardens	90716	4,000
Pico Rivera	90662	3,000
Santa Fe Springs	90670	5,000

#### **TOTAL DISTRIBUTION:**

86,000



3/4 PAGE AD 4 columns (7.96 inches) by 15 inches tall 60 total column inches FULL PAGE 5 columns (10 inches) by 15 inches 75 total column inches

QUARTER 3 columns (5.9167 inches) by 7.5 inches tall 22.5 total column inches

HALF PAGE 5 columns (10 inches) 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.



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







# National, Major, and Mid-Major Advertisers







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

