

GENERAL MEDIA KIT



2012 Pulitzer Prize Nominee

19-Time Los Angeles Press Club Award Winner 2012-2021

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.

Unparalleled Readership-Ask these local politicians....

“

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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*



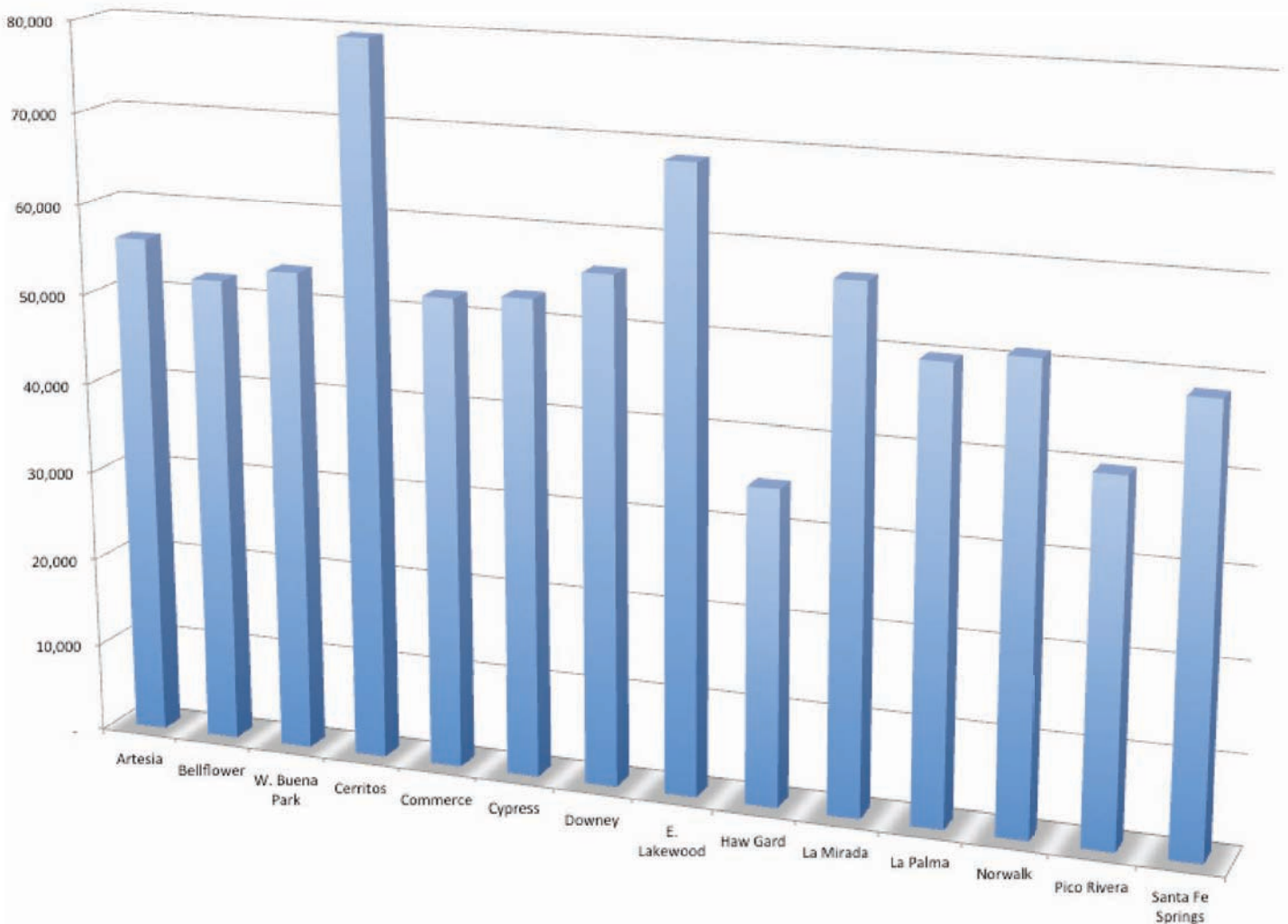
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COMMUNITYNEWS

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
Total		674,088	113,292	52,600	44.40%	5.28%	51.80%	27.64%	34

Average Income





COMMUNITY NEWS • GENERAL ADVERTISING INFORMATION

Delivered to 86,000 Homes and Businesses Each Week

EFFECTIVE JAN 1, 2019

ROP

Open Rate: \$39.00 Per Column Inch

(5 Column x 16" Page Size)

Contract Rate - Annual Bulk - Additional Discounts

<u>INCHES</u>	<u>COL INCH</u>
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

<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.

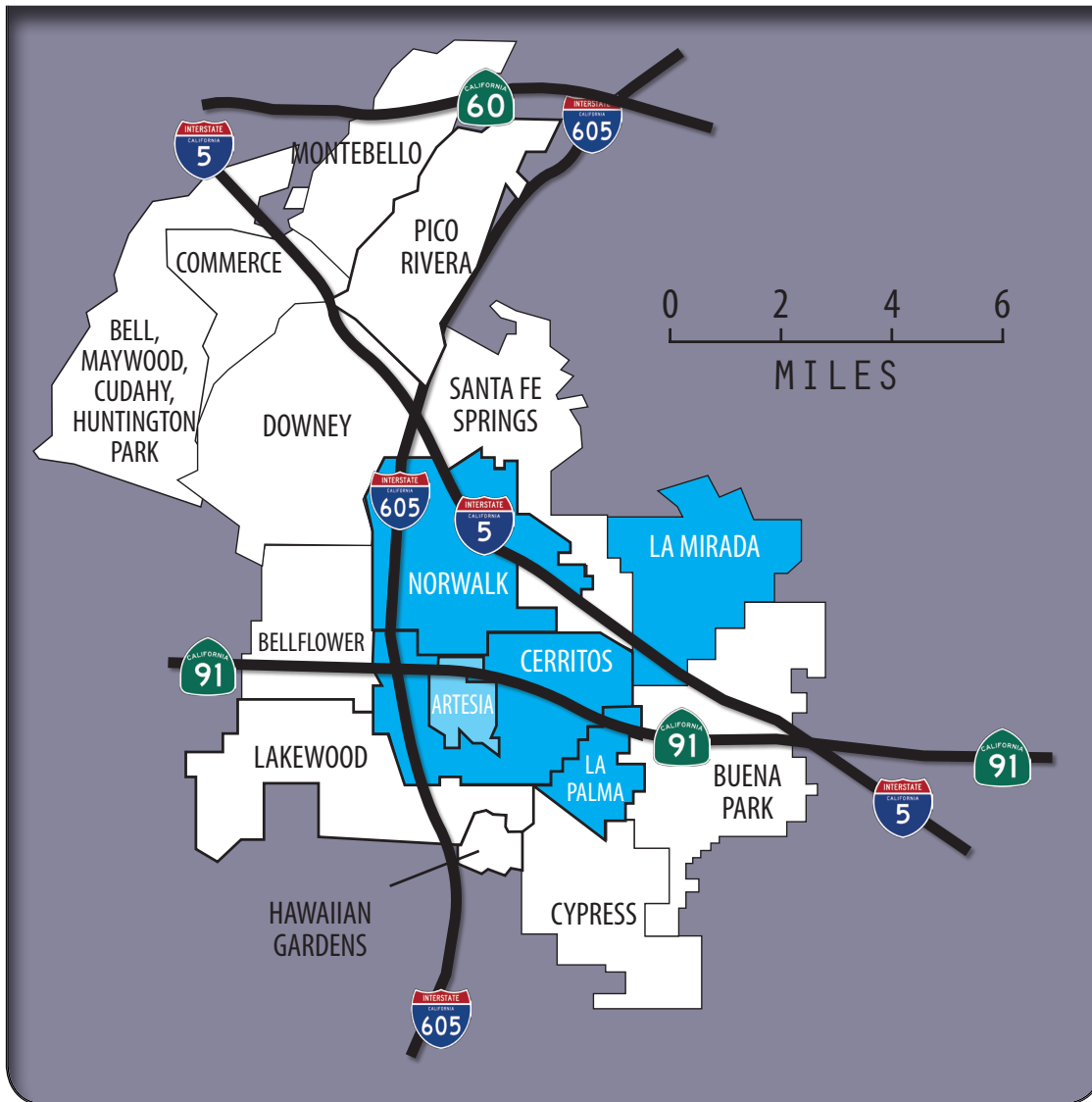
DEADLINES - Thursday/Friday Publication

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
ZIP CODE COVERAGE

CITY	ZIP CODE	QUANTITY
Zone 1-Blue		
Artesia	90701	3,000
Cerritos	90703	17,000
La Mirada	90638	10,000
La Palma	90623	3,000
Norwalk	90650	5,000
Total		38,000
Zone 2-White		
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		48,000
TOTAL DISTRIBUTION:		86,000

COMMUNITYNEWS
AD SIZES

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.*



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

