

# RETAIL MEDIA KIT



**2012 Pulitzer Prize Nominee**

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

# 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

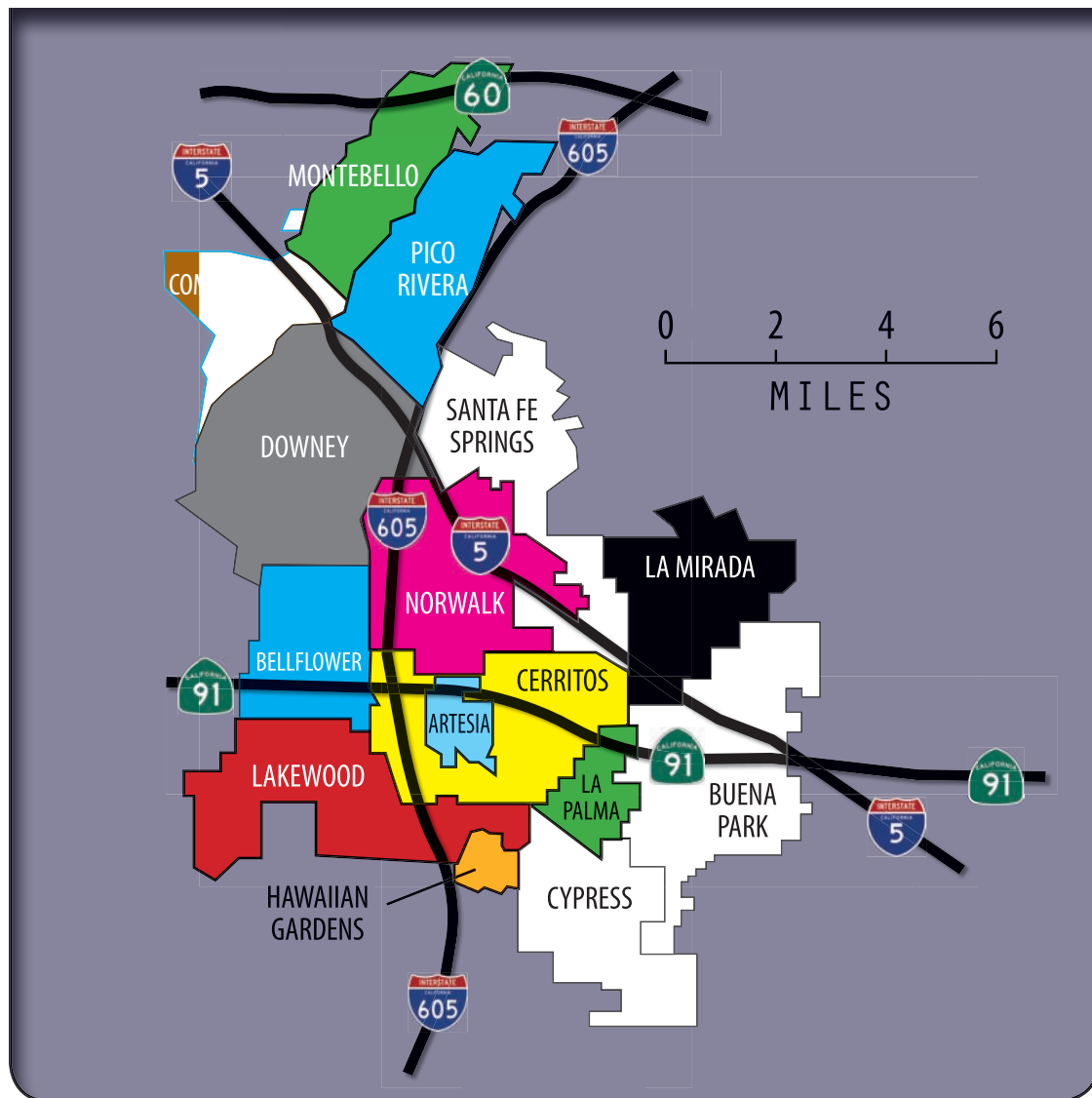


“The Los Cerritos Community News keeps all teachers, students, staff, and residents of our school district informed about what is going on at ABC Unified. Everyone in the district reads LCCN for everything from school lunches to district awards.”

**Christopher Apodaca**

President  
ABC Unified School Board





## COMMUNITYNEWS

### 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**

LOS CERRITOS

# COMMUNITYNEWS



Winner of Fourteen  
LA Press  
Club Awards from  
2012- 2017.

86,000 circulation weekly

Part of Hews Media Group, a fourteen-time Los Angeles Press Club Award Winner, the *Los Cerritos Community News* is hand delivered to 86,000 homes in 11 different cities every week. The *Los Cerritos Community News* is also delivered to over 120 high-traffic businesses weekly.

## **Los Cerritos Community News** AD RATES

**86,000 circulation, 150,000 readers weekly in 11 cities including:**  
Cerritos, Artesia, Hawaiian Gardens, Norwalk, Lakewood, La Palma,  
La Mirada, Commerce, Pico Rivera Bellflower, and Downey.

Prices are on a per issue basis:

	1-8 weeks	9-13 weeks	14-26 weeks	27+ weeks
Full (10" w x 16" t)	\$999	\$950	\$925	\$900
Half (10" w x 7.875" t)	\$575	\$550	\$525	\$500
Quarter (4.91" w x 7.875" t)	\$280	\$270	\$260	\$250
Eighth (4.91" w x 3.8" t)	\$150	\$140	\$135	\$125
Sixteenth (2.36 x 3.79)	\$90	\$85	\$75	\$65

FREE STANDING INSERTS-\$25 per thousand pre-print

COLOR CHARGES: 1 Color - \$50 • 2 Color - \$100 • 3 Color - \$150 • 4 Color - \$200

ADVERTISING DEADLINES: Space Reservations - Friday 5:00 PM • Camera Ready - Tuesday, Noon • Friday Publication

DESIGN & PRODUCTION: As a service to our advertisers, the Hews Media Group will produce your ad.

DISTRIBUTION: Delivered to 86,000 homes and businesses weekly.



HEWS MEDIA GROUP

562.407.3873 • e-mail: [sales@cerritosnews.net](mailto:sales@cerritosnews.net)

[loscerritosnews.net](http://loscerritosnews.net)

**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

