



Online Advertising Rate Card

Traditional Web ad sizes

Skyscraper
160 x 400

Medium rectangle
160 x 210

Leaderboard
450 x 100

Increase your reach with
**the #1 Community
Newspaper site
in the area!**

**Our audience is younger,
more affluent and growing
rapidly.**

- The median age of loscerritosnews.net online audience is 42.
- Average household income is \$70,000.
- There are 14,000 unique visitors coming to our site each month a 300% increase over 2010 visitors.

| Duration | Ad Impressions per month | Run of Site | Home Page |
|-----------|--------------------------|-------------|-----------|
| 12 Months | 25,000 | \$300 | \$325 |
| | 20,000 | \$240 | \$260 |
| 6 Months | 25,000 | \$350 | \$375 |
| | 20,000 | \$280 | \$300 |
| 3 Months | 25,000 | \$400 | \$425 |
| | 20,000 | \$320 | \$340 |
| 1 Month | 25,000 | \$450 | \$475 |
| | 20,000 | \$360 | \$380 |

Special Web ad sizes-Examples on next page

Peeler
300 x 300

Pop-Up
450 x 320

Sticky
800 x 75

| Duration | Ad Impressions per month | Run of Site | Home Page |
|-----------|--------------------------|-------------|-----------|
| 12 Months | 25,000 | \$350 | \$375 |
| | 20,000 | \$280 | \$300 |
| 6 Months | 25,000 | \$400 | \$425 |
| | 20,000 | \$300 | \$320 |
| 3 Months | 25,000 | \$450 | \$475 |
| | 20,000 | \$320 | \$340 |
| 1 Month | 25,000 | \$500 | \$550 |
| | 20,000 | \$340 | \$360 |

The screenshot shows the homepage of the Los Cerritos Community Newspaper Group website. The header includes the site name and navigation links for Home, Calendar, Sports, Special, Your City TV, and Advertisement. The main content area features several articles, including 'Search for 2012 Miss Cerritos gets underway' and 'Headlines' with various local news items. There are also sections for 'Free Local Coupons', 'Community Calendar', and 'Around Town'. The right sidebar contains social media links for Facebook and Twitter, along with more local news snippets.

Los Cerritos
COMMUNITYNEWSPAPERGROUP
Artesia • Cerritos • East Lakewood • La Palma • Hawaiian Gardens • Norwalk • Pico Rivera

www.loscerritosnews.net