

COMMUNITY NEWS

AD RATES

“As the Assemblymember representing the areas of Artesia, Cerritos, Hawaiian Gardens, Lakewood, and Norwalk, my staff and I often read Los Cerritos Community News to stay informed of the goings on within the community. I see the paper and its dedicated reporters everywhere. Los Cerritos Community Newspaper is truly a community newspaper.”

Assemblymember
Tony Mendoza
Former Mayor of Artesia
Artesia Resident



ZONE 3 - 15,000 Circulation

La Mirada Lamplighter

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$675	\$650	\$625	\$600	\$575
Half	\$400	\$375	\$350	\$325	\$299
Quarter	\$299	\$275	\$250	\$225	\$199
Eighth	\$185	\$175	\$150	\$125	\$99
Sixteenth	\$85	\$75	\$65	\$55	\$45

ZONE 1 - 35,000 Circulation

Artesia, Cerritos, E. Lakewood,
Hawaiian Gardens, and La Palma

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$900	\$850	\$825	\$800	\$770
Half	\$500	\$470	\$440	\$415	\$385
Quarter	\$400	\$330	\$275	\$250	\$220
Eighth	\$220	\$195	\$175	\$165	\$140
Sixteenth	\$145	\$125	\$100	\$75	\$55

ZONE 2 - 10,000 Circulation

Norwalk and Pico Rivera

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$400	\$375	\$350	\$325	\$300
Half	\$295	\$275	\$255	\$235	\$215
Quarter	\$240	\$220	\$200	\$180	\$160
Eighth	\$150	\$130	\$110	\$90	\$70
Sixteenth	\$85	\$70	\$60	\$50	\$40

PICK-UP RATES

Pick up rate into Zone 1 - 20% off

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$800	\$756	\$738	\$719	\$695
Half	\$426	\$401	\$376	\$356	\$331
Quarter	\$340	\$276	\$225	\$206	\$180
Eighth	\$183	\$162	\$147	\$143	\$123
Sixteenth	\$127	\$109	\$86	\$64	\$46

Ask your representative about color rates.

Pick up rate into Zone 2 - 25% off

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$300	\$281	\$263	\$244	\$225
Half	\$221	\$206	\$191	\$176	\$161
Quarter	\$180	\$165	\$150	\$135	\$120
Eighth	\$113	\$98	\$83	\$68	\$53
Sixteenth	\$56	\$49	\$41	\$34	\$26

FREE STANDING INSERTS \$25 per thousand, printed by customer

COLOR CHARGES: 1 Color - \$50 • 2 Color - \$100 • 3 Color - \$150 • 4 Color - \$400 • 85 Line Screen

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

DESIGN & PRODUCTION: As a service to our advertisers, the Los Cerritos Community News will produce your ad.

DISTRIBUTION: Delivered to 45,000 homes and businesses weekly in Cerritos, Artesia, Hawaiian Gardens, and East Lakewood and La Palma.



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



Los Cerritos
COMMUNITY NEWSPAPER GROUP
Artesia • Cerritos • East Lakewood • La Palma • Hawaiian Gardens • Norwalk • Pico Rivera

www.loscerritosnews.net

Doorhangers-Perforated and Non-Perforated



Delivery services available too!

<u>3.5 x 8.5-No perforation</u>				<u>3.5 x 8.5-Perforation</u>			
4 color front, blank back				4 color front, blank back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$407	\$54	100 lb. Gloss	5,000	\$693	\$104
100 lb. Matte	5,000	\$419	\$55	100 lb. Matte	5,000	\$705	\$106
4 color front, black back or 4 color back				4 color front, black back or 4 color back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$465	\$59	100 lb. Gloss	5,000	\$751	\$110
100 lb. Matte	5,000	\$486	\$61	100 lb. Matte	5,000	\$773	\$112
<u>5.25 x 8.5-No perforation</u>				<u>5.25 x 8.5-Perforation</u>			
4 color front, blank back				4 color front, blank back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$505	\$63	100 lb. Gloss	5,000	\$791	\$146
100 lb. Matte	5,000	\$521	\$65	100 lb. Matte	5,000	\$807	\$149
4 color front, black back or 4 color back				4 color front, black back or 4 color back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$586	\$73	100 lb. Gloss	5,000	\$872	\$122
100 lb. Matte	5,000	\$616	\$75	100 lb. Matte	5,000	\$902	\$125
<u>4 x 11-No perforation</u>				<u>4 x 11- Perforation</u>			
4 color front, blank back				4 color front, blank back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$547	\$68	100 lb. Gloss	5,000	\$834	\$98
100 lb. Matte	5,000	\$566	\$71	100 lb. Matte	5,000	\$853	\$101
4 color front, black back or 4 color back				4 color front, black back or 4 color back			
	QUANTITY	PRICE	EXTRA M's		QUANTITY	PRICE	EXTRA M's
100 lb. Gloss	5,000	\$643	\$77	100 lb. Gloss	5,000	\$927	\$128
100 lb. Matte	5,000	\$677	\$79	100 lb. Matte	5,000	\$964	\$131



Los Cerritos Community Newspaper Group Insert/Brochure Print and Delivery

PRICING GUIDE

Subtract \$205 from each category for print only pricing.



8.5 X 11



5,000
\$545.00
10,000
\$575.00
20,000
\$815.00

8.5 x 11
DOUBLE SIDED
FLYER/INSERT
4/4 - 70lb Gloss



8.5 X 5.5



DIGEST OR OBLONG

10,000
\$565.00
20,000
\$600.00
40,000
\$845.00

8.5 x 5.5 (Digest)
DOUBLE SIDED
FLYER/INSERT
4/4 - 70lb Gloss

8.5 X 11
TRI-FOLD
BROCHURE



5,000
\$625.00
10,000
\$655.00
20,000
\$995.00

8.5 x 11
3 PANEL
TRI-FOLDED
BROCHURE/INSERT
4/4 - 70lb Gloss

11 X 17
4 PAGE
FOLDED



5,000
\$955.00
10,000
\$1055.00
20,000
\$1605.00

11 x 17
FOLDED TO A
4 PAGE 8.5 X 11
BROCHURE/INSERT
4/4 - 70lb Gloss