



2014 RETAIL MEDIA KIT

2013 Los Angeles Press Club Award for
Best News Feature Story in Los Angeles
Two Second Place Awards- Hard News, Investigative Series

2012 Pulitzer Prize Nominee

2012 Los Angeles Press Club Award for
Best Investigative Newspaper in Los Angeles



HEWS MEDIA GROUP

+1 (562) 407-3873

13047 E. Artesia Blvd., Ste. C-102, Cerritos, CA 90703

loscerritosnews.net

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



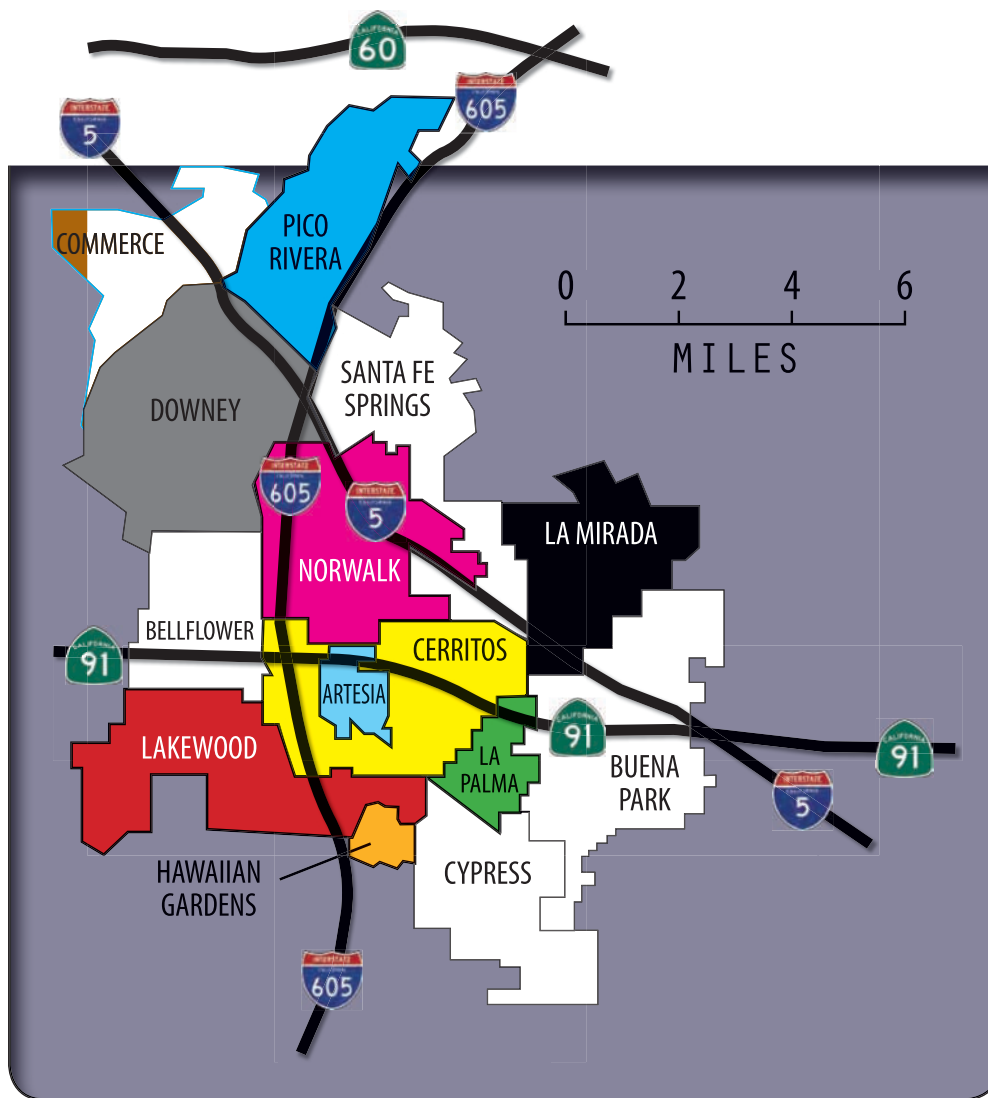
Informed.

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.



COMMUNITYNEWS

ZIP CODE COVERAGE

CITY	ZIP CODE	QUANTITY
Artesia	90701	3,000
Cerritos	90703	17,000
Commerce	90040	3,500
Downey	90240, 241, 242	13,000
E. Lakewood	90715	6,000
Hawaiian Gardens	90716	3,500
La Mirada	90638	15,000
La Palma	90623	3,000
Norwalk	90650	5,000
Pico Rivera	90662	5,000

TOTAL DISTRIBUTION: 74,000

COMMUNITY NEWS

AD RATES

“

As a Los Angeles County Supervisor I need to keep in touch and inform my constituents. The 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.”

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PRICING EXAMPLE:

**An Eighth Page advertisement
one-time in Zones 1-5 would cost
\$599 (\$140+\$120+\$120+\$120+\$99).**

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

4 Color - \$200 • 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.



562.407.3873

13047 E. Artesia Blvd., C-102 • Cerritos, CA. 90703
loscerritosnews.net • sales@cerritosnews.net

ZONE 1 - 35,000 Circulation

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

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 Community News

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$650	\$625	\$600	\$550	\$500
Half	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$90	\$80	\$70	\$60	\$45

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	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$95	\$85	\$75	\$65	\$50

ZONE 4 - 13,000 Circulation

Downey Community News

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$650	\$625	\$600	\$575	\$550
Half	\$425	\$400	\$375	\$350	\$325
Quarter	\$270	\$250	\$230	\$210	\$190
Eighth	\$175	\$160	\$150	\$140	\$120
Sixteenth	\$85	\$75	\$65	\$55	\$45

ZONE 5 - 4,200 Circulation

Commerce Community News

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$650	\$625	\$600	\$575	\$550
Half	\$400	\$375	\$350	\$325	\$300
Quarter	\$210	\$200	\$190	\$180	\$170
Eighth	\$149	\$139	\$129	\$119	\$99
Sixteenth	\$55	\$50	\$45	\$40	\$35

COMMUNITYNEWS

AD SIZES

THREE QUARTER PAGE THREE COLUMN AD

Vertical AD
Width: 7.4583 in
Height: 14.75 in

FULL PAGE AD
Width: 10 in
Height: 14.75 in

QUARTER PAGE TWO COLUMN AD

Vertical AD
Width: 4.9167 in
Height: 7.2917 in

HALF PAGE TWO COLUMN AD

Vertical AD
Width: 4.9167 in
Height: 14.75 in

**SIXTEENTH PAGE
ONE COLUMN**
Width: 2.375 in
Height: 3.5625 in

EIGHTH PAGE TWO COLUMN AD

Horizontal AD
Width: 4.9167 in
Height: 3.5625 in

HALF PAGE FOUR COLUMN AD

Horizontal Ad
Width: 10.375 in
Height: 7.2917 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



Full-Color Door hangers for as little as 25 Cents Each!! Printed and Delivered!

If you run a small business that caters mostly to people in your geographic area, door hangers are a great investment.

We have a state-of-the-art Delivery Mapping System that can target your customers.

5 Reasons Why Door Hangers Are Your Best Investment:

1. Target the Right Areas
2. Terrific for Small Geographical Areas
3. Hangers Offer Measurable Results
4. Advertising Specific to Your Business

PRINTED AND DELIVERED

HIGH QUALITY AND TWO-SIDED FULL COLOR, HEAVY CARD-STOCK, FREE MAPPING SERVICES, DELIVERED TO YOUR TARGET AUDIENCE THROUGH ZIP CODE DELIVERY.

4.25" x 11" in Door Hanger

2,500-10,000 • 32 cents each
10,000+ • 28 cents each

4" x 9" Door Hanger

2,500-10,000 • 32 cents each
10,000+ • 27 cents each

5.5" x 8.5" Door Hanger

2,500-10,000 • 33 cents each
10,000+ • 29 cents each

3.66" x 8.5" Door Hanger

2,500-10,000 • 28 cents each
10,000+ • 25 cents each



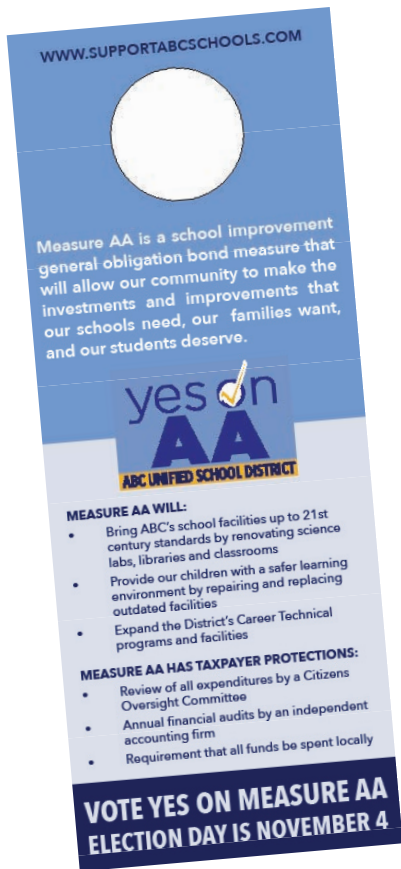
Call Today!
(562) 407-3873

Los Cerritos
COMMUNITY NEWSPAPER GROUP

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

13079 E. Artesia Blvd., B-108, Cerritos, CA. 90703
LosCerritosNews.net

Get Past the Mailbox and On The Front Door!



with our

Targeted Local Delivery System

We design, print, and deliver
your advertisement to every door.

We guarantee the delivery process!

Prices as low as .27¢ Each!



FREE ADVERTISEMENT
in our award-winning local newspaper
the week your door-hanger is delivered!

HMG LOCAL DEALS

NEW

562 407 3873



LOW PRICES!
\$ **29** EA
FROM

P155/80R13 or P165/80R13

ARTESIA/CERRITOS 16702 Pioneer Blvd. (562) 805-9573
CARSON 20741 S. Avalon (310) 324-2949
COSTA MESA/IRVINE 2915 S. Bristol St. (714) 974-1155
FOUNTAIN VALLEY 9690 Warner Ave. (at Brookhurst) (714) 964-9266
FULLERTON 1321 South Euclid St. (at Orangehurst) (714) 680-9510
GARDEN GROVE 10101 Chapman Ave. (at Brookhurst) (714) 534-7220
HUNTINGTON BEACH/SEAL BEACH 15672 Springdale St. (714) 801-8226
HUNTINGTON BEACH 8281 Warner Ave. (714) 841-2787
LAKE FOREST 22705 Aspen St. (off Lake Forest) (949) 472-8840
LONG BEACH 7251 Carson St. (in Long Beach Town Center) (562) 429-2227
MISSION VIEJO 24512 Alicia Pkwy. (in Target shopping center) (949) 951-2031
MISSION VIEJO 28592 Marguerite Pkwy. (at Avery) (949) 364-9595
TORRANCE 22910 So. Hawthorne Blvd. (just south of Sepulveda) (310) 378-3237
TORRANCE 3026 Torrance Blvd. (just east of Greenwich) (310) 328-6465
SAN PEDRO 25529 S. Western (across from Peck Park) (310) 519-9355
WESTMINSTER 8872 Westminster Blvd. (714) 894-1391

VISIT US ONLINE AT
americastire.com

MICHELIN FALKEN GOODYEAR YOKOHAMA
Bridgestone

Brought to you by your friends at

HMG

HEWS MEDIA GROUP

Winner of Four LA
Press Club Awards in
2012 and 2013.



A candidate for the 2013 Pulitzer Prize for Journalism



Local Deals is Direct mailed to 20,000 homes-
Zone delivered every month to Cerritos, Commerce, Downey
Artesia, Hawaiian Gardens, Norwalk, La Palma, La Mirada,
& Lakewood.

Beautiful full color on sturdy high-gloss paper

Convenient size at 8.25 tall x 5 wide

Gorgeous high impact design & layout

Extra Business Builders Added FREE!

Your Ad also printed in our local newspapers
Delivered to 74,000 homes every week in Cerritos, Artesia,
Hawaiian Gardens, Downey, Norwalk, Lakewood,
La Palma, Commerce and La Mirada. A stunning average of
more than 150,000 readers a week.

Your Ad displayed on **LosCerritosNews.net**
An average of 80,000 unique visitors each month
250,000 page views per month, time on site >4 minutes.

RATES

	1x	6x	12x
Full Page (7.75 T x 4.5 W)	\$599	\$575	\$550
Half Page (7.75 T x 4.5 W)	245	235	225

Premium

Front Page (6.4 T x 4.5 W)	\$650	\$625	\$599
Back Page (6.4 T x 4.5 W)	650	625	599
Ins. Front (7.75 T x 4.5 W)	599	550	499
Ins. Back (7.75 T x 4.5 W)	599	550	499
Pg. 3 & 5 (7.75 T x 4.5 W)	550	525	499

Half-inch bleed on all sides.

Call today!

(562) 407-3873