HMG

HEWS MEDIA GROUP

2017 RETAIL MEDIA KIT

Twelve-Time Los Angeles Press Club Award Winner

2012 Pulitzer Prize Nominee

2016 Four Los Angeles Press Club Awards:

Second Place Best Investigative Newspaper in Los Angeles

Second and Third Place Award- Best Sports Feature

2015 Two Los Angeles Press Club Awards:

Best Investigative Newspaper in Los Angeles

Second Place Award- Best Sports Feature

2014 Two Los Angeles Press Club Awards:

Best Investigative Newspaper in Los Angeles

Second Place Award- Best Feature

2013 Three Los Angeles Press Club Awards:

Best News Feature Story in Los Angeles

Two Second Place Awards- Hard News, Investigative Series

2012 Los Angeles Press Club Awards:

Best Investigative Newspaper in Los Angeles

LA PRESS CLUB

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."

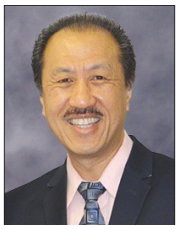
Ali Taj
Mayor of Artesia

"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."

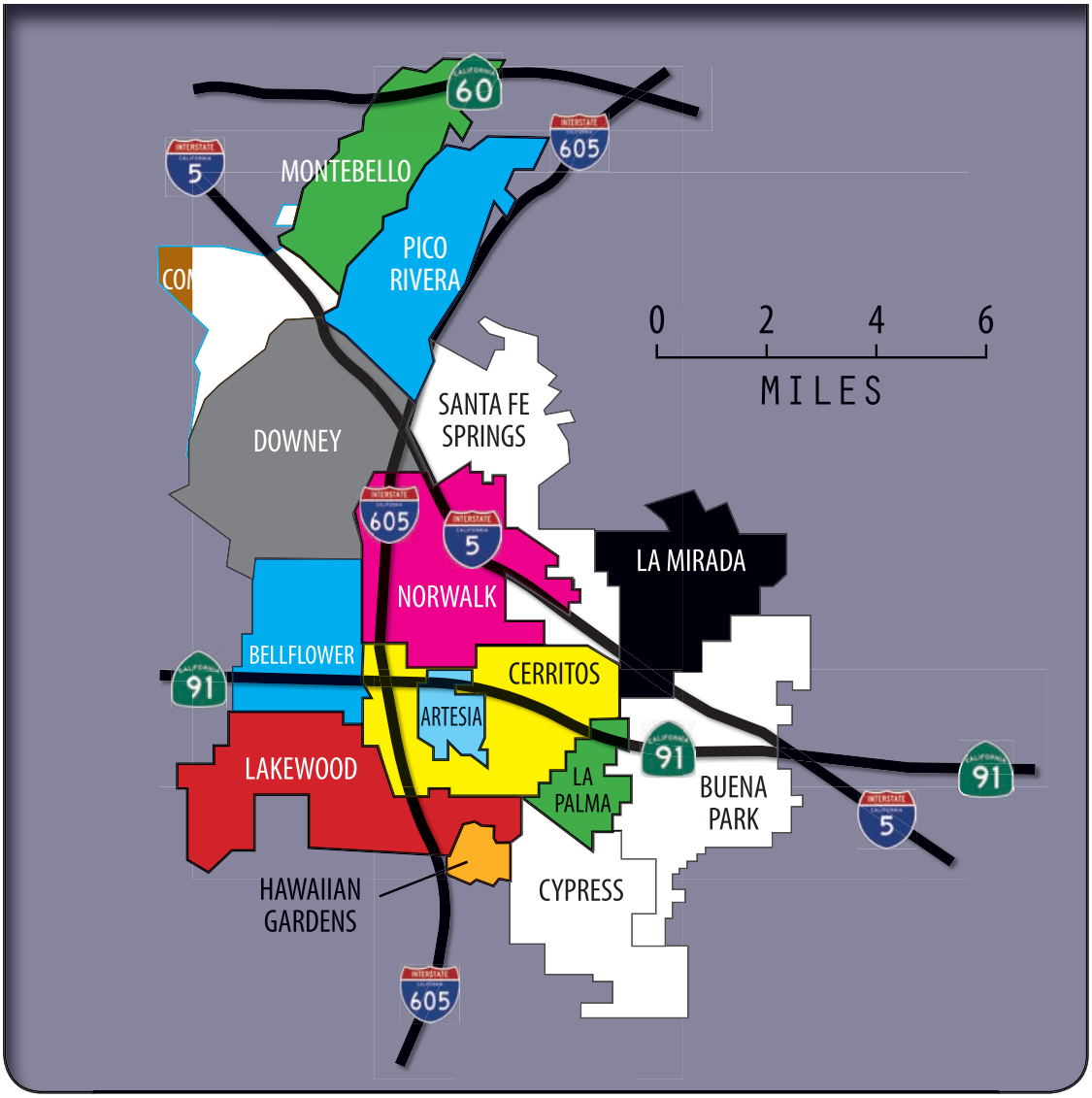
Mark Pulido
Mayor pro tem, Cerritos
Former Mayor, Cerritos

"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



COMMUNITY*NEWS*

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**

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."

Don Knabe
Los Angeles County Supervisor
Former Mayor of Cerritos,
Cerritos Resident

PRICING EXAMPLE:

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

Pre-Print Inserts: $30 per thousand, Min. 10,000

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.

HMG
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562.407.3873

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

ZONE 1 - 38,000 Circulation
Artesia, Cerritos, E. Lakewood, Bellflower
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 - 22,000 Circulation
Norwalk, Montebello, Pico Rivera

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, Santa Fe Springs

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 - 7,000 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- 4,000 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*

COMMUNITY*NEWS*

AD SIZES

3/4 PAGE AD
WIDTH: 7.42 IN
HEIGHT: 16 IN

FULL PAGE AD
WIDTH: 1O IN
HEIGHT: 16 IN

QUARTER PAGE AD
WIDTH: 4.91IN
HEIGHT: 7.875 IN

HALF PAGE AD
WIDTH: 4.91IN
HEIGHT: 16 IN

SIXTEENTH PAGE
WIDTH: 2.375 IN
HEIGHT: 3.56 IN

EIGHTH PAGE
WIDTH: 4.91IN
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