



**Cerritos College • 11110 Alondra Blvd. • Norwalk, CA 90650**

## **2008-09 Advertising Rate Card**

(Rates effective Jan. 1, 2009)

**Local Display Rates** ..... **\$7.00 col. inch\***

New or out-of-district advertisers must pay in advance. Minimum 3 col inches

**National Display Rates** ..... **\$7.00 col. inch (net to us)\***

Rates "net to us." Any applicable discounts should be added to this rate. Minimum 3 col inches.

**Non-Profit and Campus Display Rates** ..... **\$5.00 col. inch\***

Campus rate available to campus organizations, campus vendors and students with up-to-date ASCC card. Minimum 10 col inches.

**Classified Rates** ..... **\$10.00 for 25 words or less**

(Add 25¢ for each additional word, all caps count double.) All classified ads should be placed through our online placement service at [www.talonmarks.com](http://www.talonmarks.com)

**Online Rates** ..... **Big Button** (300 px wide x 250 px tall) **\$100 mo/\$60 2-wk**

**Tower** (160 px wide x 600 px tall) **\$60 mo/\$35 2-wk**

**Bottom Banner\*** (468 px wide x 60 px tall) **\$100 mo/\$60 2-wk**

**Text link** (max 10 words) **\$25 mo**

Online display ads include link to your site. \*Top banner not available locally, contact Y2M advertising. We can accept jpg., gif., pdf, or .swf files or link to your image. We have limited capability for creating online ads.

**Deadlines the Thursday before publication (see publication schedule).**

**Display ad frequency rates available for 5/more or 10/more advance insertions.**

**Pre-payment discounts available for print ads. All online ads payable in advance (no discount).**

- Cerritos College is a two-year public commuter community college located in southern Los Angeles County with a semester enrollment of more than 23,000 students.
- Publication is on Wednesdays during school year (holiday weeks interrupt weekly schedule, see printed schedule). Circulation is approximately 4,000.
- Broadsheet newspaper: Six columns, each approximately 2 inches wide, gutters 2/10 inches. Page depth 21.5 inches.
- Spot color rates = \$100 per color
- Contact Alicia Edquist, Journalism Instructional Lab Aide/Advertising Manager: [ads@talonmarks.com](mailto:ads@talonmarks.com)

### **Common ad sizes**

**Full Page (6x21)=\$882   Half Page (6x10.5)=\$441   Quarter Page (3x10.5)=\$220.50   2 col x 6 inch =\$84**

**(562) 860-2451, x 2617 • Fax (562) 467-5044 • [ads@talonmarks.com](mailto:ads@talonmarks.com)**

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## 2008-09 Publication Schedule

Dark squares indicate publication dates/Ad deadlines prior Thursday.

Updated January 2009

### AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	31	

### SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

### OCTOBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### DECEMBER

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

### MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

### MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### ADVERTISING RATES

Local Display \$7 per col inch\*  
 Non-Profit/Campus Rate \$5 per col in\*\*  
 National Rate \$7 per column inch\*\*\*  
 Classified \$10 for 25 words/less  
 Color = \$100 per color

\* Minimum 3 col inches  
 \*\* Minimum 10 col inches  
 All Rates net to us  
 Classified accepted through web  
 site only: [www.talonmarks.com](http://www.talonmarks.com)

Contact Alicia Edquist, Journalism Instructional Lab Aide  
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[www.talonmarks.com](http://www.talonmarks.com)