



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

# 2010-11 Advertising Rate Card

(Rates effective Aug. 1, 2010)

**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)**  
**[www.talonmarks.com](http://www.talonmarks.com)**

# TALON

## MARKS

Cerritos College • 11110 Alondra Blvd. • Norwalk, CA 90650 • Ph (562) 860-2451 x2617

### 2010-11 Publication Schedule

Dark squares indicate publication dates/Ad deadlines prior Thursday.

**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
29	30	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	

**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
			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	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

**FEBRUARY**

S	M	T	W	T	F	S
30	31	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
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	31	32	33	34	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)

See web site for online advertising rates

Contact Alicia Edquist, Journalism Instructional Lab Aide  
 562-860-2451 x2617 • Fax (562) 467-5044 • [ads@talonmarks.com](mailto:ads@talonmarks.com)  
[www.talonmarks.com](http://www.talonmarks.com)