

TALON MARKS

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

2012-13 Advertising Rate Card

(Rates effective Aug. 1, 2012)

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.

Front Page Bottom Banner 6 col (13") x 3 inches (includes full color) **\$800.00**

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

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

Top Banner* (990 px wide x 90 px tall) **\$200 mo**

Bottom Banner* (990 px wide x 90 px tall) **\$100 mo**

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

Stickies Notes \$75 per 1,000 (does not include printing)

Online display ads include link to your site.

Twenty-five percent discount on online ads when combined with quarter page or more print ad in same month.

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. Online ads payable in advance (no frequency discounts).

- 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

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

www.talonmarks.com

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2012-13 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

OCTOBER

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	32	33	30

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	30	

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

JANUARY

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
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

APRIL

S	M	T	W	T	F	S
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	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	

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

See web site for online advertising rates

Contact Alicia Edquist, Journalism Instructional Lab Aide

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