



A CANDIDATE FOR THE 2013 PULITZER PRIZE

MEDIA KIT

HEWS MEDIA GROUP

+1 (562) 407-3873

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

loscerritosnews.net



Newspaper

See page 3 for advertising rates.

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



584 Platinum Car Wash in Norwalk for only \$40! www.yourcitycoupons.net
LCCN Media Group
COMMUNITYNEWS
Serving Cerritos, Whittier, Hawaiian Gardens, Norwalk, Lakewood, Pico Rivera, and La Palma • 4000 hours every Friday • September 2, 2011 • Volume 21, No. 13

Hawaiian Gardens Council Reviews National Disaster Emergency Plan

When a national disaster strikes, a local emergency response is the first line of defense. The Hawaiian Gardens City Council when it reviewed the city's Disaster and Emergency Operations Center Councilmember Reynaldo Rodriguez asked whether there was a special team that would respond to an emergency and was there someone who could be contacted 24 hours a day?

Justo Hernandez, Administrative Specialist, replied that traditionally the response is done by chain of command with the Emergency Operations Center (EOC) director, who is the City Administrator. He said he would contact the coordinator and give instruction on how to proceed and would determine whether other staff members needed to be assigned.

City Administrator Ernesto Marquez said there was an organizational chart on who would be contacted in case of a national disaster.

Mayor Jim Ryan-Castillo said the council that when people were evacuated to the EOC during a flood event, there wasn't any cars or bicycles, the question whether the City had those supplies was.

Hernandez said the city had more supplies but they were limited. The council the supplies were paid for through \$100,000 in Homeland Security Funding. And there were enough supplies to maintain a working government and to provide a shelter.

Councilmember Mary Bruce asked what would happen if the EOC director did not answer anyone during an incident. Marquez said that according to the EOC plan the city was part of a county-wide network and the Sheriff's Department would likely take the lead.

Communication Break Down
Bruce stated in a previous city council meeting there was discussion about a team between sheriff and the City appear to have been shut off and the City appear to have been shut off.

The Emergency Plan page 111

Cerritos Remembers 25th Anniversary of the Aeromexico Disaster



Mayor Carol Choi, Councilmember Joseph Choi, Bruce Harrison and Mayor Pro Tem Jim Edwards place wreath at the Air Disaster Memorial in the city's Sculpture Garden.

Cerritos residents gathered together as a community to remember the day that changed the lives of people all over the world and left a hole in the heart of a city forever.

On Wednesday, under bright blue skies, hundreds of family, friends, community leaders, neighbors, and members of the media gathered at an emotional memorial ceremony to remember those who died in the Aug. 31, 1986 Cerritos Air Disaster.

The DCA and a small plane collided at 4,500 feet and fell onto houses. The crash killed 47 people on the planes and

Interview with Rep. Grace Napolitano

Will seek seat in new 32nd Congressional District

Rep. Grace Napolitano has decided to seek election in next year's California June Primary in the newly drawn 32nd Congressional District, she told the Los Cerritos Community News in an exclusive interview on Wednesday afternoon.

Napolitano, who will be seeking her eighth term in the United States House of Representatives in 2012, said that her decision to run in the new 32nd Congressional District will result in a potentially decisive Primary election against Rep. Linda T. Sanchez (D-7th District) and California State Senator Ronald Calderon in the new 38th Congressional District.

Her current district covers several cities in the Southeast Los Angeles County and San Gabriel Valley areas including Norwalk, where she has been a resident since 1960, all the way to Pomona to the east and portions of East Los Angeles to the west.

The new 32nd District does not include her home residences in Norwalk, where she has lived and raised her family since 1960. Under federal election law, a Member of Congress does not have to live in the district they represent, and Napolitano told the LCCN that she currently resides in a nearby 20 to 30% of the new 32nd Congressional District.

"I have a lot of support from people and elected local officials who are in the new 32nd District, and I look forward to meeting with many more key leaders in the next several weeks," Napolitano said.

She also said that her and Rep. Linda Sanchez have spoken during the past couple of weeks about the 2012 election, and said that "in the long run it will work out better not to have two seated members of Congress run against each other in 2012."

"I have a lot of respect for Congresswoman Sanchez, and I am sure that she will represent some of my current district with the same positive energy and commitment service that my staff has done for the past decade," Napolitano said.

Napolitano also said that she is confident that she will be successful in the new 32nd Congressional District that she is in.

Need To See A Doctor TODAY?
Your family of physicians are available to care for you and your family TODAY. Call now for a same day or next day appointment with a physician in your area. For more information: Call (866) 797-3279 or go to www.AskforaDoctor.com Monday - Friday
(562) 531-2550 • www.LakewoodRegional.com
(203) 221-3220 • www.LakewoodRegional.com

Lakewood Regional Medical Center
Your Health... Your Hospital

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.

COMMUNITY NEWS

AD RATES

“As the Assemblymember representing the areas of Artesia, Cerritos, Hawaiian Gardens, Lakewood, and Norwalk, my staff and I often read Los Cerritos Community News to stay informed of the goings on within the community. I see the paper and its dedicated reporters everywhere. Los Cerritos Community Newspaper is truly a community newspaper.”

Assemblymember
Tony Mendoza
Former Mayor of Artesia
Artesia Resident



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	\$400	\$375	\$350	\$325	\$299
Quarter	\$299	\$275	\$250	\$225	\$199
Eighth	\$185	\$175	\$150	\$125	\$99
Sixteenth	\$85	\$75	\$65	\$55	\$45

ZONE 1 - 35,000 Circulation

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

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

Prices are on a per issue basis:

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$400	\$375	\$350	\$325	\$300
Half	\$295	\$275	\$255	\$235	\$215
Quarter	\$240	\$220	\$200	\$180	\$160
Eighth	\$150	\$130	\$110	\$90	\$70
Sixteenth	\$85	\$70	\$60	\$50	\$40

PICK-UP RATES

Pick up rate into Zone 1 - 20% off

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$800	\$756	\$738	\$719	\$695
Half	\$426	\$401	\$376	\$356	\$331
Quarter	\$340	\$276	\$225	\$206	\$180
Eighth	\$183	\$162	\$147	\$143	\$123
Sixteenth	\$127	\$109	\$86	\$64	\$46

Ask your representative about color rates.

Pick up rate into Zone 2 - 25% off

	Open	8 weeks	13 weeks	26 weeks	52 weeks
Full	\$300	\$281	\$263	\$244	\$225
Half	\$221	\$206	\$191	\$176	\$161
Quarter	\$180	\$165	\$150	\$135	\$120
Eighth	\$113	\$98	\$83	\$68	\$53
Sixteenth	\$56	\$49	\$41	\$34	\$26

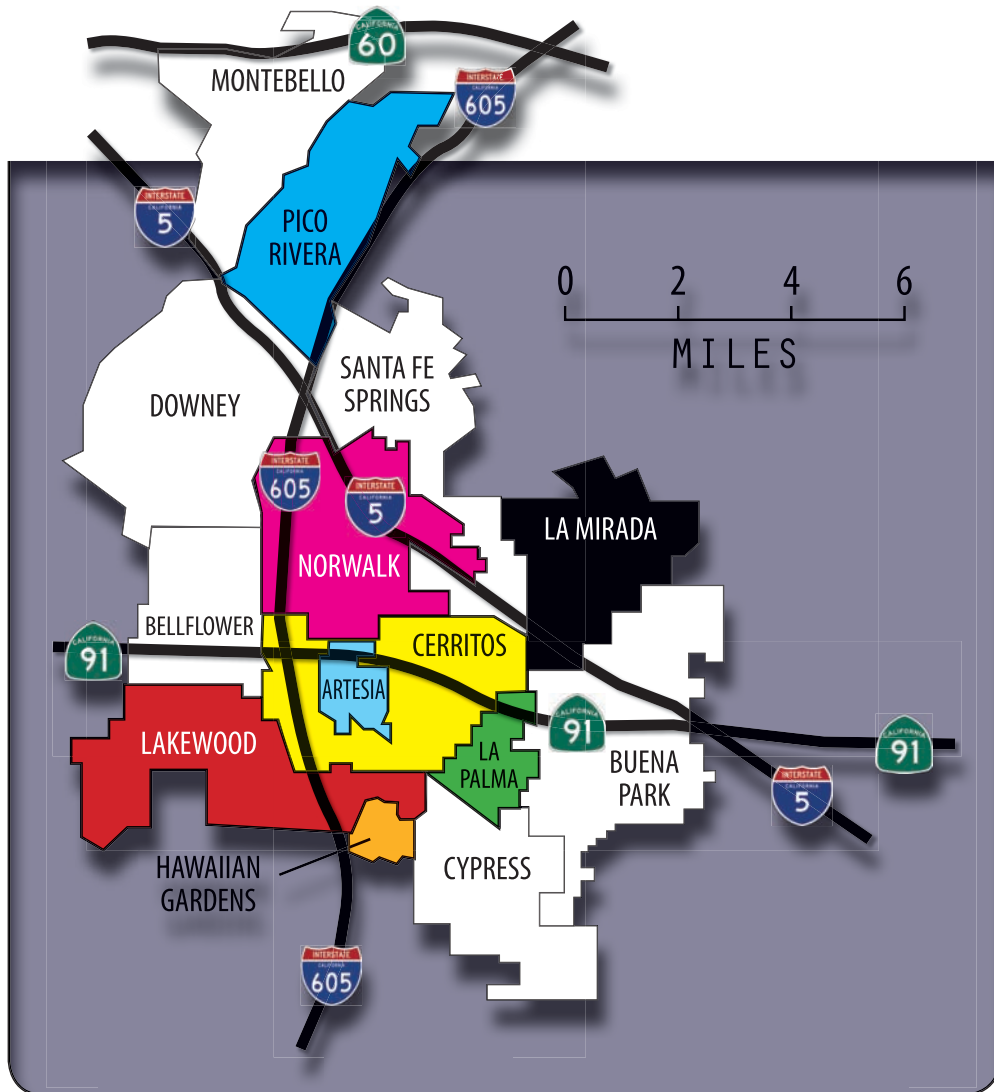
FREE STANDING INSERTS \$25 per thousand, printed by customer

COLOR CHARGES: 1 Color - \$50 • 2 Color - \$100 • 3 Color - \$150 • 4 Color - \$400 • 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.

DISTRIBUTION: Delivered to 45,000 homes and businesses weekly in Cerritos, Artesia, Hawaiian Gardens, and East Lakewood and La Palma.



COMMUNITYNEWS
ZIP CODE COVERAGE

CITY	ZIP CODE	QUANTITY
● Artesia	90701	5,000
● Cerritos	90703	17,000
● E. Lakewood	90715	4,000
● Hawaiian Gardens	90716	4,000
● La Mirada	90638	15,000
● La Palma	90623	3,000
● Norwalk	90650	5,000
● Pico Rivera	90662	5,000
TOTAL DISTRIBUTION:		58,000

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