

TALON MARKS

MEDIA KIT

ADVERTISING RATES & INFORMATION 2018-2019



Talon Marks is the student newspaper at Cerritos College in the Southern California area.

The print edition is published weekly on Wednesdays throughout the school year.

Talonmarks.com is our website where you can find online exclusive content.

Wings magazine is published annually by the students in the Journalism program.

Marketing Information

Publication Calendar

Advertising Rates: Print & Online

Mechanics

Talon Marks • 11110 Alondra Blvd. • Norwalk, CA 90650
Phone 562.860.2451 ext 2617 • Fax 562.467.5044
Email: ads@talonmarks.com • Website: www.talonmarks.com

ABOUT THE TALON MARKS

Cerritos College Talon Marks Newspaper began in 1956 and continues to be the student-run newspaper for the college.

Talon Marks is an award-winning, student-run newspaper that covers the campus community and is produced by the journalism students at Cerritos College in Norwalk, California.

DEAR TALON MARKS ADVERTISER,

Founded in 1955, Cerritos College is one of the top community colleges in Los Angeles County offering comprehensive, high-quality, affordable education and career training. We are one of the five largest community colleges in Los Angeles County. We sit on 135 acres located in the City of Norwalk, near the intersection of Interstates 5, 605, and 105, and State Route 91. This makes the campus geographically convenient for students coming from Southeastern Los Angeles County and North Orange County. Our students commute from Artesia, Bellflower, Buena Park, Cerritos, Cypress, Hawaiian Gardens, Lakewood, La Mirada, La Palma, Long Beach, Norwalk, Santa Fe Springs, and beyond. An average of 22,000 students attend annually, and participate in over 180 areas of study and 87 degree and certificate programs.

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.

CONTACT US

Mailing Address:

Cerritos College Talon Marks
11110 Alondra Blvd
Norwalk, CA 90650

Newsroom: 562-860-2451 x 2618

Editor in Chief's email: editor@talonmarks.com

Adviser: 562-860-2451 x 2619

Adviser's email: adviser@talonmarks.com

Advertising Manager: 562-860-2451 x 2617

Ad Manager email: talonmarksadvertising@gmail.com

Welcome to Talon Marks!

PUBLICATIONS

Talon Marks: Weekly, published on Wednesday; (holiday weeks interrupt weekly schedule, see printed schedule below) Circulation is approximately 4,000 copies

Online: www.talonmarks.com

Wings Magazine: Annually, published in Spring

MEASUREMENTS

- Tabloid newspaper: five columns, each approximately 2 inches wide, gutters 2/10 inches. Page depth 16 inches.

- See advertising rates for advertising sizes.

DEADLINES

Deadlines are the Thursday before publication by 5 p.m. (see publication schedule).

PUBLICATION SCHEDULE

FALL 2018		SPRING 2019	
PRINT	AD DEADLINE	PRINT	AD DEADLINE
AUG. 22	AUG. 16	JAN. 23	JAN. 17
AUG. 29	AUG. 23	JAN. 30	JAN. 24
SEPT. 12	SEPT. 6	FEB. 13	FEB. 7
SEPT. 19	SEPT. 13	FEB. 27	FEB. 21
OCT. 3	SEPT. 27	MARCH 6	FEB. 28
OCT. 17	OCT. 11	MARCH 13	MARCH 7
OCT. 24	OCT. 18	APRIL 3	MARCH 28
NOV. 7	NOV. 1	APRIL 10	APRIL 4
DEC. 5	NOV. 29	MAY 1	APRIL 25
		MAY 8	MAY 2

TALON MARKS

NATIONAL & LOCAL ADVERTISING RATES

DESCRIPTION	SIZE	RATE (B&W)
Full Page	5 col (10.0") W x 16.0" H	\$550.00
Half Page (H)	5 col (10.0") W x 8.0" H	\$275.00
Large Quarter Page (V)	3 col (5.9375") W x 8.0" H	\$180.00
Small Quarter Page (V)	2 col (3.875") W x 8.0" H	\$120.00
Quarter Page (H)	5 col (10.0") W x 4.0" H	\$150.00
Business Card (H)	2 col (3.875") W x 4.0" H	\$60.00

SIZE RESTRICTIONS & COLOR

- Minimum size of 10 column inches
- Ads more than 14" in height will be billed at the full page height of 16"
- Color is an additional \$100 per color on top of above prices

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG/PSD File Format
- All images must be 300 dpi
- Color images must be in CMYK format
- Black and white images must be grayscale

FREQUENCY DISCOUNTS

- 5 issues 5%
- 10 issues 15%
- Pre-paid Discount 10% (Must be paid and received before advertisement runs otherwise regular rate will be charged.)

DEADLINES & FREQUENCY DISCOUNTS

- Deadlines are the Thursday before publication by 5 p.m. (see 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).

CLASSIFIED RATES

- \$10 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

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CAMPUS & NON-PROFIT ADVERTISING RATES

DESCRIPTION	SIZE	RATE (B&W)
Full Page	5 col (10.0") W x 16.0" H	\$330.00
Half Page (H)	5 col (10.0") W x 8.0" H	\$165.00
Large Quarter Page (V)	3 col (5.9375") W x 8.0" H	\$108.00
Small Quarter Page (V)	2 col (3.875") W x 8.0" H	\$72.00
Quarter Page (H)	5 col (10.0") W x 4.0" H	\$90.00
Business Card (H)	2 col (3.875") W x 4.0" H	\$30.00

SIZE RESTRICTIONS & COLOR

- Minimum size of 10 column inches
- Ads more than 14" in height will be billed at the full page height of 16"
- Color is an additional \$100 per color on top of above prices

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG/PSD File Format
- All images must be 300 dpi
- Color images must be in CMYK format
- Black and white images must be grayscale

FREQUENCY DISCOUNTS

- 5 issues 5%
- 10 issues 15%
- Pre-paid Discount 10% (Must be paid and received before advertisement runs otherwise regular rate will be charged.)

DEADLINES & FREQUENCY DISCOUNTS

- Deadlines are the Thursday before publication by 5 p.m. (see 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).

CLASSIFIED RATES

- \$10 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

***Campus rate available to campus organizations, campus vendors and students with valid ASCC card.

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ONLINE ADVERTISING RATES

Ad Location & Size	Length	Rate
<i>Leaderboard Main Ad: 728 W x 90 H px</i>	1 month	\$200
<i>Leaderboard Small Ad: 205 W x 90 H px</i>	2 weeks	\$60
	1 month	\$100
<i>Footer: 728 W x 90 H px</i>	1 month	\$100
<i>Footer Small Ad: 205 W x 90 H px</i>	2 weeks	\$40
	1 month	\$100
<i>Big Button: 320 W x 213 H px</i>	2 weeks	\$60
	1 month	\$100
ONLINE CLASSIFIED	25 words or less	\$10

(Add 25¢ for each additional word, all caps count double.)

All classified ads should be placed through our online placement service website at www.talonmarks.com

SIZE RESTRICTIONS & COLOR

- 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 the same month.
- We accept jpg., gif., pdf, or .swf files, script code or link to your image. We have limited capability for creating online ads.

WINGS MAGAZINE

MAGAZINE ADVERTISING RATES

DESCRIPTION	RATE
Full Page (Inside Cover/Color)	\$700
Full Page (Inside Back Cover/Color)	\$500
Full Page (Back Cover/Color)	\$700
Full Page (B&W)	\$300
Half Page (B&W)	\$200
Quarter Page (B&W)	\$150

\$100 each per color

10% Discount for Cerritos College Programs and Services

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG/PSD File Format
- All images must be 300 dpi
- Color images must be in CMYK format
- Black and white images must be grayscale

DEADLINES

- Inside cover, inside back cover and back cover are sold on first come, first serve basis.
- Ad Deadline March 1, 2019 by 5 p.m.

TALON MARKS

POLICIES & PROCEDURES

TERM OF PAYMENT

- Terms of payment are net 30 days
- Talon Marks ONLY accepts cash or check for Displays ads.
- Credit card only for Classified ads via www.talonmarks.com website.

MAKE-GOODS

- In spite of our best efforts, errors occasionally occur in material we typeset for our advertisers. If your ad has an error in it, report it immediately.
- Talon Marks liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue.
- Make-goods will be made for the portion of the advertisement error, when it is an error of Talon Marks. The decision of a make-good ad is at the discretion of the Ad Manager/Adviser.
- Allowances will be made only for errors that materially affect the value of the advertisement. Talon Marks/Student Media will not be responsible for copy changes by phone.
- Any problems with an advertisement must be addressed within 10 business days to be considered for a make-good.

CREDIT ADJUSTMENTS

- All questions relative to charges should be directed to the Ad Manager. Only those individuals are authorized to make adjustments to charges for advertisements.
- Talon Marks does not grant refunds.
- Billing questions can be addressed to Talon Marks Ad Manager at (562) 860-2451 x 2617

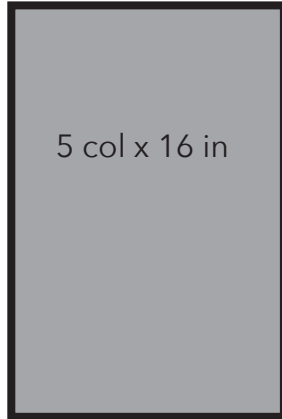
GENERAL POLICIES

- Talon Marks reserves the rights to reject any advertisement.
- Advertisements that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation, or gender will not be accepted.
- Advertisements that contain false or misleading statements will be rejected.
- Advertisements for products, services, or promotions that are illegal in the state of California also will be rejected.
- The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed in the Talon Marks and also assumes any claims made against Talon Marks.
- Talon Marks is not responsible for errors in advertising copy accepted after deadline or when proof has been approved by the advertiser.
- Placement of an ad is never guaranteed in a certain section or page.
- Advertising and Editorial copy are independent of one another.
- Talon Marks assumes no liability for failure to publish an advertisement or for the financial loss of business due to that failure.
- Rates are subject to change.
- Talon Marks does not grant refunds for any classified ads.

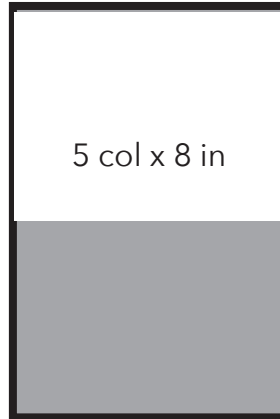
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ADVERTISEMENT SIZES

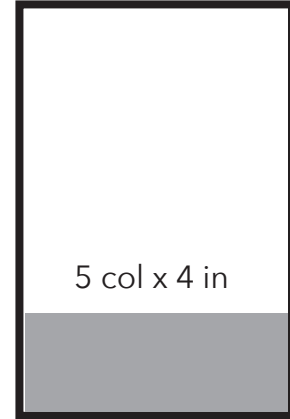
FULL PAGE



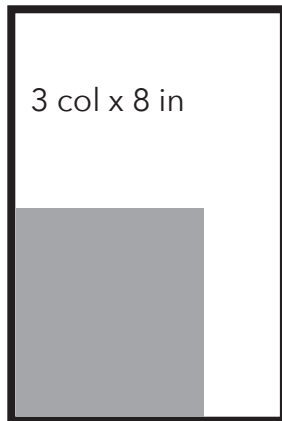
HALF PAGE



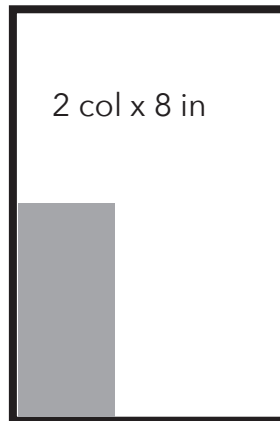
QUARTER PAGE



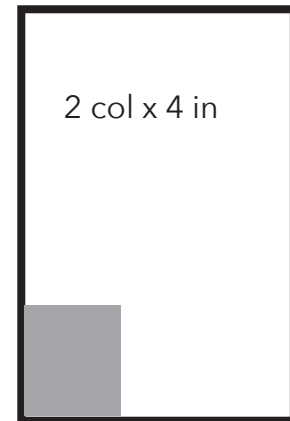
LARGE QUARTER PAGE



SMALL QUARTER PAGE



BUSINESS CARD



Column Measurements
2 column = 3.875 in.
3 column = 5.9375 in.
5 column = 10 in.