

UTILIZING THE FIRST AMENDMENT SINCE 1956

TALON MARKS

MEDIA KIT

ADVERTISING RATES & INFORMATION 2022-2023

**Talon Marks is the student-run newspaper at
Cerritos College in the Southern California.**

Marketing Information

Advertising Rates: Print, Newsletter, Online, & News App

Wings Magazine Advertising Rates

Talon Marks • 11110 Alondra Blvd. • Norwalk, CA 90650

Phone 562.860.2451 ext 2617

Email: talonmarksadvertising@gmail.com • Website: www.talonmarks.com

ABOUT TALON MARKS

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

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

Publications:

Talon Marks: Print on
stands Wednesday (once a
month)

**Talon Marks Weekly
Newsletter:** Fridays

Online: talonmarks.com

Wings Magazine:
Annually, published in
Spring semester,
Circulation is 1,000 copies

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.

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 Office: 562-860-2451 x 2617

Advertising email: talonmarksadvertising@gmail.com

TALON MARKS

ADVERTISING BUNDLES

NEWSLETTER + WEBSITE + APP + PRINT - \$150

- Position A ad (Newsletter) - 1 Week
- Big Button ad (Website) - 2 Weeks
- Home Page ad (App) - 2 Weeks
- Small Quarter Page ad (Print) - 1 Print

NEWSLETTER + WEBSITE + APP - \$100

- Position A ad (Newsletter) - 1 Week
- Big Button ad (Website) - 2 Weeks
- Story Page ad (App) - 2 Weeks

NEWSLETTER + APP - \$75

- Position B ad (Newsletter) - 1 Week
- Story Page ad (App) - 2 Weeks

NEWSLETTER + WEBSITE - \$55

- Position B ad (Newsletter) - 1 Week
- Big Button ad (Website) - 2 Weeks

NEWSLETTER + WEBSITE + PRINT - \$90

- Position C (Newsletter) - 1 Week
- Big Button ad (Website) - 2 Weeks
- Small Quarter Page ad (Print) - 1 Print

NEWSLETTER + PRINT - \$50

- Position C (Newsletter) - 1 Week
- Small Quarter Page ad (Print) - 1 Print

For more information and space reservations, contact Advertising Office

TALON MARKS

PRINT EDITION ADVERTISING RATES

DESCRIPTION	SIZE	RATE
Full Page	5 col (10.0") W x 16.0" H	\$200.00
Half Page (H)	5 col (10.0") W x 8.0" H	\$115.00
Large Quarter Page (V)	3 col (5.9375") W x 8.0" H	\$75.00
Small Quarter Page (V)	2 col (3.875") W x 8.0" H	\$50.00
Quarter Page (H)	5 col (10.0") W x 4.0" H	\$63.00
Business Card (H)	2 col (3.875") W x 4.0" H	\$15.00

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG File Format
- All images must be 300 dpi
- Color images must be in CMYK format

DEADLINES

- Deadlines are by 5 p.m. (see schedule)

PRINT EDITION PUBLICATION SCHEDULE

FALL 2022		SPRING 2023	
PRINT	AD DEADLINE	PRINT	AD DEADLINE
SEPT. 21	SEPT. 16	FEB. 8	FEB. 3
OCT. 19	OCT. 14	MARCH 29	MARCH 24
NOV. 16	NOV. 10	APRIL 19	APRIL 14
DEC. 7	DEC. 2	MAY 10	APRIL 28

For more information and space reservations, contact Advertising Office

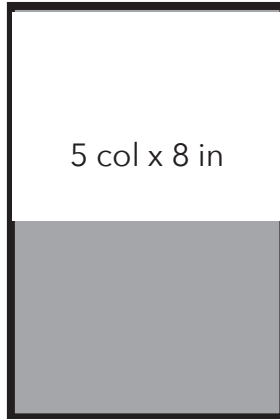
TALON MARKS

PRINT EDITION ADVERTISING SIZES

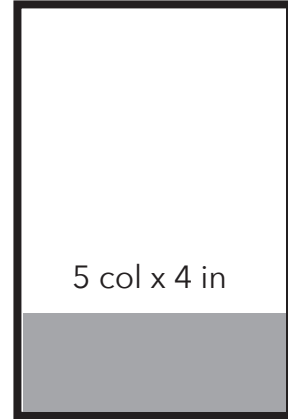
FULL PAGE



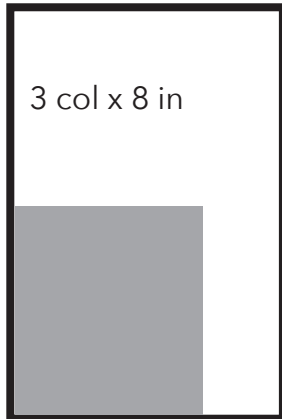
HALF PAGE



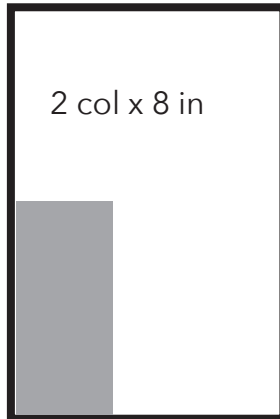
QUARTER PAGE



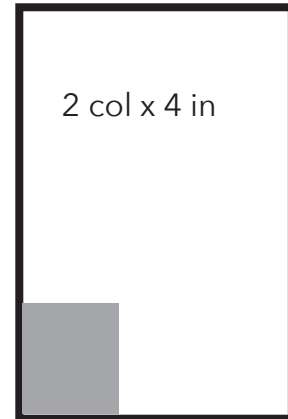
LARGE QUARTER PAGE



SMALL QUARTER PAGE



BUSINESS CARD



Column Measurements

2 column = 3.875 in.

3 column = 5.9375 in.

5 column = 10 in.

For more information and space reservations, contact Advertising Office

TALON MARKS

NEWSLETTER ADVERTISING RATES

DESCRIPTION

Position A
Position B
Position C

SIZE

(728 x 90 px)
(728 x 90 px)
(728 x 90 px)

RATE

\$30 per week
\$25 per week
\$20 per week

COLOR

- Color is included in advertisement.

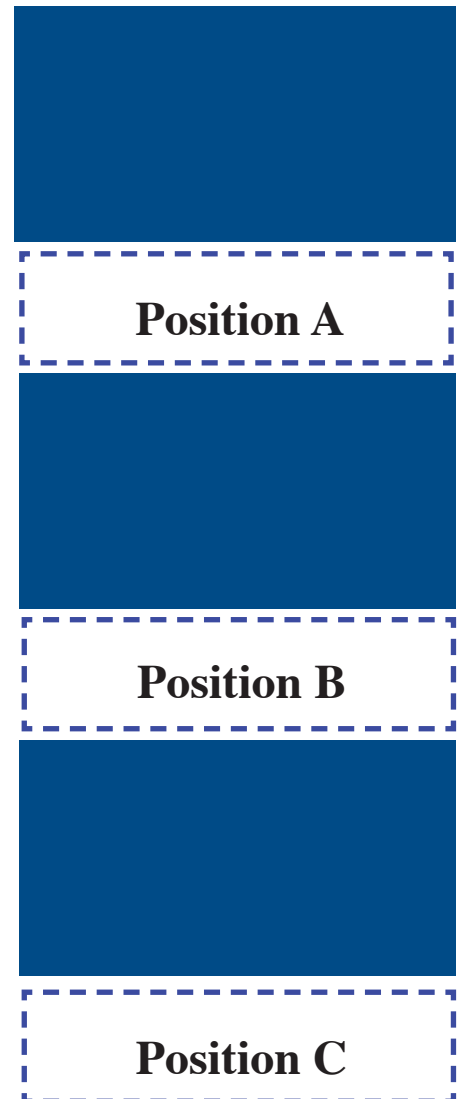
BASIC CREATIVE REQUIREMENTS FOR ADS

- PNG/JPEG File Format
- All images must be 300 dpi
- Links must be submitted with artwork

DEADLINES

- Deadlines are by 5 p.m. (see newsletter schedule)

NEWSLETTER



For more information and space reservations, contact Advertising Office

TALON MARKS

NEWSLETTER SCHEDULE

FALL 2022- SEMESTER

PUBLISHING DATES

- August 19
- August 26
- September 2
- September 9
- September 16
- September 23
- September 30
- October 7
- October 14
- October 21
- October 28
- November 4
- November 11
- November 18
- November 25
- December 2
- December 9
- December 16

ADVERTISING DEADLINES

- August 12
- August 19
- August 26
- September 2
- September 9
- September 16
- September 23
- September 30
- October 7
- October 14
- October 21
- October 28
- November 4
- November 10
- November 18
- November 23
- December 2
- December 9

SPRING 2023 - SEMESTER

PUBLISHING DATES

- January 13
- January 20
- January 27
- February 3
- February 10
- February 17
- February 24
- March 3
- March 10
- March 24
- March 31
- April 7
- April 14
- April 22
- April 28
- May 5
- May 12
- May 19

ADVERTISING DEADLINES

- January 6
- January 13
- January 20
- January 27
- February 3
- February 10
- February 17
- February 24
- March 3
- March 17
- March 24
- March 31
- April 7
- April 14
- April 21
- April 28
- May 5
- May 12

For more information and space reservations, contact Advertising Office

TALON MARKS

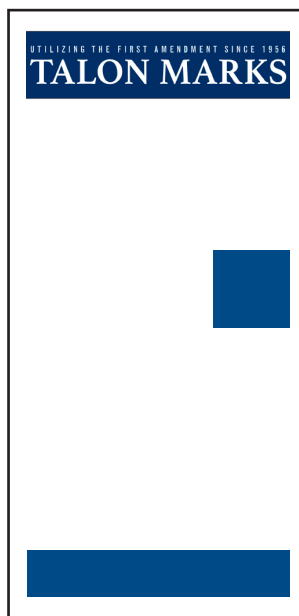
ONLINE ADVERTISING RATES

AD LOCATION & SIZE	LENGTH	RATE
<i>Footer:</i> 728 W x 90 H px	1 month	\$35
<i>Big Button:</i> 320 W x 213 H px	2 weeks	\$40
	1 month	\$75
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.
- Ads should be in RGB color format
- We accept jpg., gif., pdf, or .swf files, script code or link to your image.



Big Button 320 W x 213 H px

Footer 728 W x 90 H px

For more information and space reservations, contact Advertising Office

TALON MARKS

TM APP ADVERTISING RATES

AD LOCATION & SIZE	LENGTH	RATE
<i>Story Page Ad:</i> 300 W x 250 H px	2 weeks	\$60
	1 month	\$120
<i>Category Page Ad:</i> 300 W x 250 H px	2 weeks	\$60
	1 month	\$120
<i>Home Page Ad:</i> 300 W x 250 H px	2 weeks	\$75
	1 month	\$150

TALON MARKS APP INFORMATION

Ad images will look best if they are 300px wide X 250px tall
Image Links need to be http:// or https://

Story Ad - Will display in the middle of a story.

Category Page Ad - Will display in between stories in category

Home Page Ad - Will display after news section on app.

SIZE RESTRICTIONS & COLOR

- We accept PNG/JPEG images (ads must be sent in proper size and color format)
- Ads should be in RGB color format

For more information and space reservations, contact Advertising Office

TALON MARKS

COMMENCEMENT EDITION ADVERTISING RATES

DESCRIPTION	RATE
Commencement Special	\$25
1/8 Page	\$50
Quarter Page	\$150
Half Page	\$300
Full Page	\$450



Do you have a loved one, a friend,
a classmate or group that
is graduating this year?

**A perfect way to congratulate
the 2023 Cerritos College
Graduating Class!**

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG File Format
- All images must be 300 dpi
- All ads Full Color must be in CMYK format

DEADLINES

- Reservations for space will begin March 1, 2023 online
- Ad Deadline and artwork April 28, 2023 by 5 p.m.

- Space is limited. Reserve early!

For more information and to place ad go to www.talonmarks.com/grad

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	\$400
Half Page	\$300
Quarter Page	\$150

BASIC CREATIVE REQUIREMENTS FOR ADS

- PDF/JPEG File Format
- All images must be 300 dpi
- Color images must be in CMYK format

DEADLINES

- Inside cover, inside back cover and back cover are sold on first come, first serve basis.
- Reservations for space will begin Jan. 13, 2023
- Ad Deadline March 10, 2023 by Noon
- Ad material deadline March 24, 2023 by Noon
- Space is limited. Reserve early!

For more information and space reservations, contact Advertising Office

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 Office/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 Advertising Office. 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 Advertising 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.