



MEDIA KIT

ADVERTISING RATES & INFORMATION 2023-2024

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

Marketing Information

Advertising Rates: Print, Newsletter, and Online

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 -
Wednesday (monthly)
Circulation is 4,000 copies

**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/Talon Marks Office: 562-860-2451 x 2617

Advertising email: talonmarksadvertising@gmail.com

ADVERTISING BUNDLES



NEWSLETTER + WEBSITE + PRINT - \$150 (\$185 value)

- Position A ad (Newsletter) - 2 weeks
- Big Button ad (Website) - 1 month
- Small (BW) Quarter Page ad (Print) - 1 print

NEWSLETTER + WEBSITE - \$100 (\$135 value)

- Position A ad (Newsletter) - 2 weeks
- Big Button ad (Website) - 1 month

NEWSLETTER + PRINT - \$75 (\$110 value)

- Position A ad (Newsletter) - 2 weeks
- Small (BW) Quarter Page ad (print) - 1 print

PRINT + WEBSITE - \$50 (\$90 value)

- Small (BW) Quarter Page ad (Print) - 1 print
- Big Button ad (Website) - 2 weeks

TM PRINT + WEBSITE - \$375 (\$450 value)

- Large (BW) Quarter Page ad (Print) - 4 prints
- Big Button ad (Website) - 2 months

WINGS MAGAZINE + WEBSITE + NEWSLETTER - \$875 (\$1,045 value)

- Full Page - Full Color ad (choice of inside front/inside back page) - 1 print
- Big Button ad (Website) - 3 months
- Position A ad (Newsletter) - 4 weeks

For more information and space reservations, contact Advertising Office

NEWSLETTER ADVERTISING RATES



DESCRIPTION	SIZE	RATE
Position A	(728 x 90 px)	\$30 per week
Position B	(728 x 90 px)	\$25 per week
Position C	(728 x 90 px)	\$20 per week

COLOR

- Color is included in advertisement.

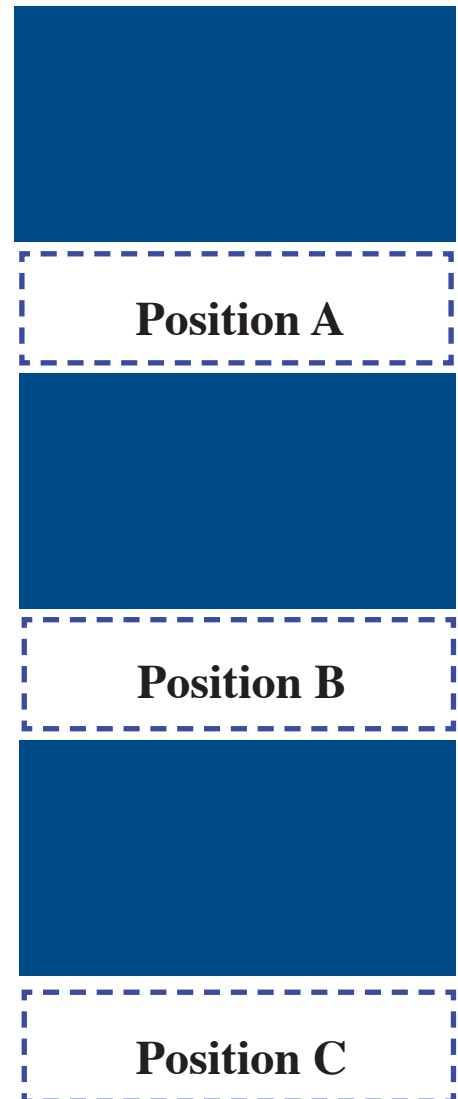
BASIC CREATIVE REQUIREMENTS FOR ADS

- 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

NEWSLETTER SCHEDULE



FALL 2023 - SEMESTER

PUBLISHING DATES (Fridays)

- August 18
- August 25
- September 1
- September 8
- September 15
- September 22
- September 29
- October 6
- October 13
- October 20
- October 27
- November 3
- November 10
- November 17
- November 24
- December 1
- December 8
- December 15

ADVERTISING DEADLINES (Friday before)

- August 11
- August 18
- August 25
- September 1
- September 8
- September 15
- September 22
- September 29
- October 6
- October 13
- October 20
- October 27
- November 3
- November 9
- November 17
- November 22
- December 1
- December 8

SPRING 2024 - SEMESTER

PUBLISHING DATES (Fridays)

- January 12
- January 19
- January 26
- February 2
- February 9
- February 16
- February 23
- March 1
- March 8
- March 22
- March 29
- April 5
- April 12
- April 19
- April 26
- May 3
- May 10
- May 17

ADVERTISING DEADLINES (Friday before)

- January 5
- January 12
- January 19
- January 26
- February 2
- February 9
- February 16
- February 23
- March 1
- March 15
- March 22
- March 29
- April 5
- April 12
- April 19
- April 26
- May 3
- May 10

For more information and space reservations, contact Advertising Office

ONLINE ADVERTISING RATES

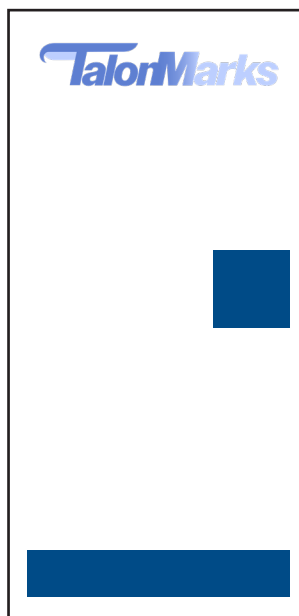


AD LOCATION & SIZE	LENGTH	RATE
<i>Big Button:</i> 320 W x 213 H px	2 weeks	\$40
	1 month	\$75
<i>Footer:</i> 728 W x 90 H px	1 month	\$35
ONLINE CLASSIFIED	25 words or less	\$10

(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

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 (Black and White)	\$400
Half Page (Black and White)	\$300
Quarter Page (Black and White)	\$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 Aug. 18, 2023
- Ad Reservation Deadline March 8, 2024 by Noon
- Ad Material Deadline March 29, 2024 by Noon
- Space is limited. Reserve early!

For more information and space reservations, contact Advertising Office

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
- Color advertising is available, additional \$300 per ad

DEADLINES

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

PRINT EDITION PUBLICATION SCHEDULE

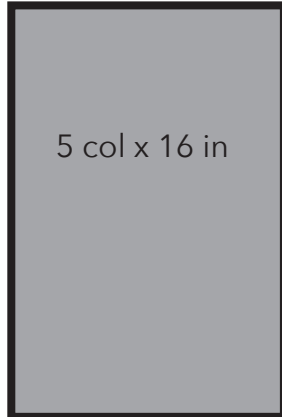
FALL 2023		SPRING 2024	
PRINT	AD DEADLINE	PRINT	AD DEADLINE
SEPT. 6	SEPT. 1	FEB. 7	FEB. 2
OCT. 11	OCT. 6	MARCH 27	MARCH 22
NOV. 8	NOV. 3	APRIL 17	APRIL 12
DEC. 6	DEC. 1	MAY 8	MAY 3

For more information and space reservations, contact Advertising Office

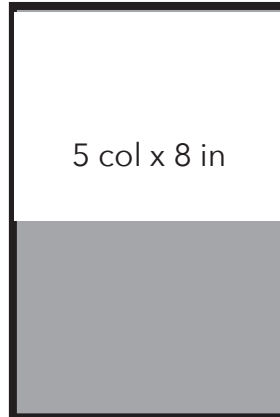
PRINT EDITION ADVERTISING SIZES



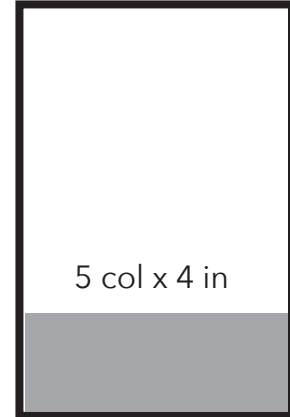
FULL PAGE



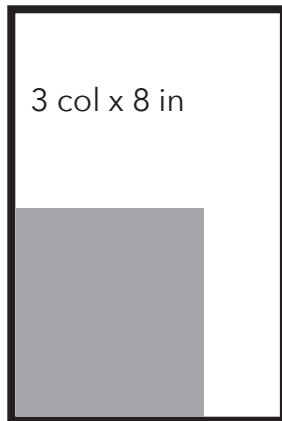
HALF PAGE



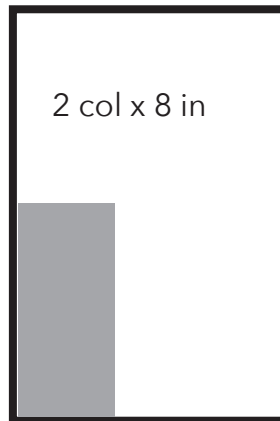
QUARTER PAGE



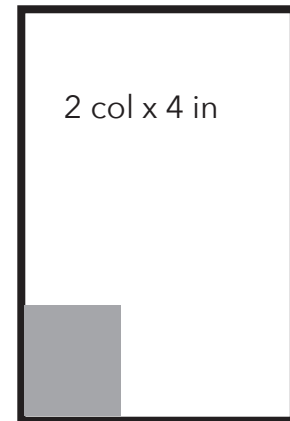
LARGE QUARTER PAGE



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

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/classifieds

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 TM 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.