

CERRITOS COLLEGE
TALON MARKS



MEDIA KIT

ADVERTISING RATES & INFORMATION 2026-2027

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

Marketing Information

Schedules

Advertising Rates: Newspaper, E-Newsletter & Online

Policies and Procedures

**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

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 24,000 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

TALON MARKS ADVERTISING BUNDLES



E-NEWSLETTER + WEBSITE + NEWSPAPER - \$150 (\$185 value)

- Position A ad (TM Weekly E-Newsletter) - 2 weeks
- Big Button ad (Talonmarks.com website) - 1 month
- Eighth Page ad (Black and White Print) - 1 print

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

- Position A ad (TM Weekly E-Newsletter) - 2 weeks
- Big Button ad (Talonmarks.com website) - 1 month

E-NEWSLETTER + NEWSPAPER - \$75 (\$110 value)

- Position A ad (TM Weekly E-Newsletter) - 2 weeks
- Eighth Page ad (Black and White Print) - 1 print edition

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

- Eighth Page ad (Black and White Print) - 1 print edition
- Big Button ad (Talonmarks.com website) - 2 weeks

NEWSPAPER + WEBSITE - \$375 (\$450 value)

- Quarter Page ad (Black and White Print) - 4 different print editions
- Big Button ad (Talonmarks.com website) - 2 months

NEWSPAPER + WEBSITE + E-NEWSLETTER - \$875 (\$1,045 value)

- Full Page ad (Full Color) - 1 print
- Big Button ad (Talonmarks.com website) - 3 months
- Position A ad (TM Weekly E-Newsletter) - 4 weeks

For more information and space reservations, contact Advertising Office

TM WEEKLY E-NEWSLETTER AD RATES



DESCRIPTION	SIZE	RATE
Masthead (above)		
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.

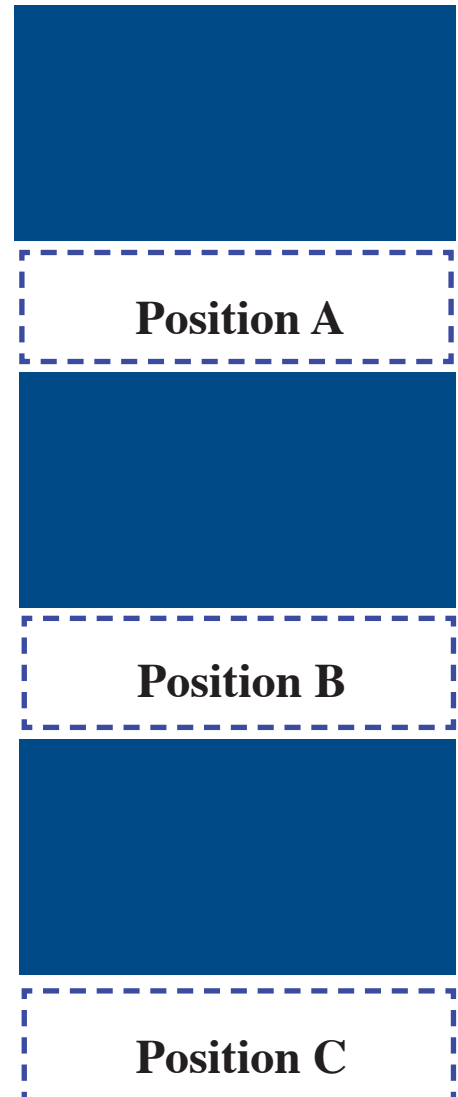
BASIC CREATIVE REQUIREMENTS FOR ADS

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

DEADLINES

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

NEWSLETTER



For more information and space reservations, contact Advertising Office

TM WEEKLY E-NEWSLETTER SCHEDULE



FALL 2026 - SEMESTER

PUBLISHING DATES (Fridays)

- August 21
- August 28
- September 4
- September 11
- September 18
- September 25
- October 2
- October 9
- October 16
- October 23
- October 30
- November 6
- November 13
- November 20
- November 25

ADVERTISING DEADLINES (Thursdays)

- August 13
- August 20
- August 27
- September 3
- September 10
- September 17
- September 24
- October 1
- October 8
- October 15
- October 22
- October 29
- November 5
- November 12
- November 19

SPRING 2027 - SEMESTER

PUBLISHING DATES (Fridays)

- January 15
- January 22
- January 29
- February 5
- February 12
- February 19
- February 26
- March 5
- March 12
- March 26
- April 2
- April 9
- April 16
- April 23
- April 30

ADVERTISING DEADLINES (Thursdays)

- January 7
- January 14
- January 21
- January 28
- February 4
- February 11
- February 18
- February 25
- March 4
- March 11
- March 25
- April 1
- April 8
- April 15
- April 22

For more information and space reservations, contact Advertising Office

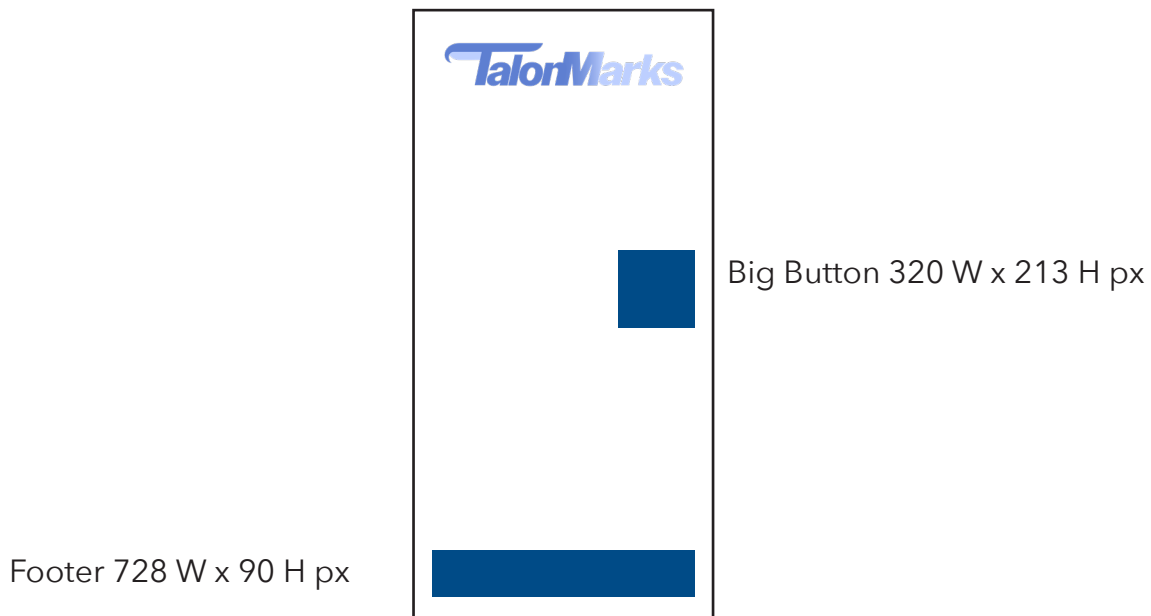
TALONMARKS.COM ADVERTISING RATES



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

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.



For more information and space reservations, contact Advertising Office

TM NEWSPAPER ADVERTISING RATES



DESCRIPTION	SIZE	RATE*
Full Page	5 col (10.0") W x 16.0" H	\$400.00
Half Page (H)	5 col (10.0") W x 8.0" H	\$200.00
Quarter Page (V)	3 col (5.9375") W x 8.0" H	\$100.00
Ribbon Ad (FRONT)	5 col (10.0") W x 4.0" H	\$150.00
Ribbon Ad (H)	5 col (10.0") W x 4.0" H	\$100.00
Eighth Page (V)	1 col (1.8667") W x 16.0" H	\$50.00
Eighth Page (H)	2 col (3.9") W x 5.0" H	\$50.00

BASIC CREATIVE REQUIREMENTS FOR ADS

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

*Rates above are for
Black & White ads

Color ads are available,
additional \$300 per ad

DEADLINES

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

PRINT EDITION PUBLICATION SCHEDULE

FALL 2026		SPRING 2027	
PRINT	AD DEADLINE	PRINT	AD DEADLINE
SEPT. 16	SEPT. 10	FEB. 10	FEB. 4
OCT. 28	OCT. 22	MARCH 10	MARCH 4
NOV. 18	NOV. 12	APRIL 7	APRIL 1

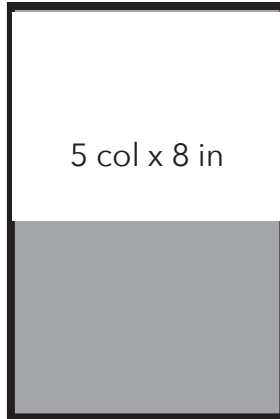
For more information and space reservations, contact Advertising Office

TM NEWSPAPER ADVERTISING SIZES

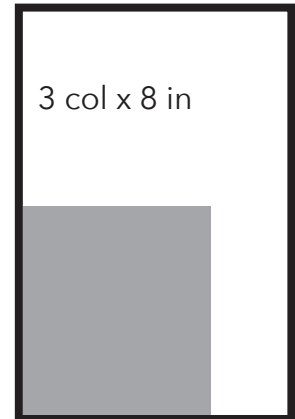
FULL PAGE



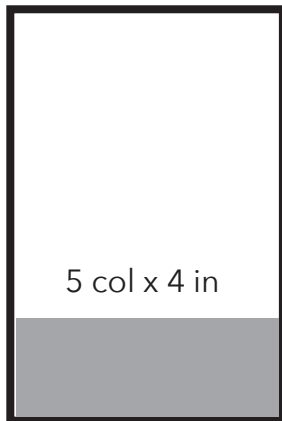
HALF PAGE



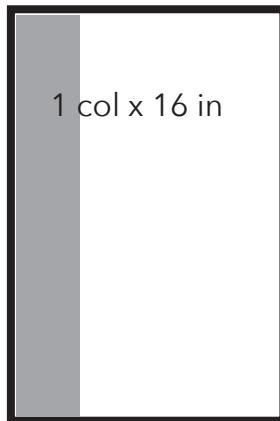
QUARTER PAGE



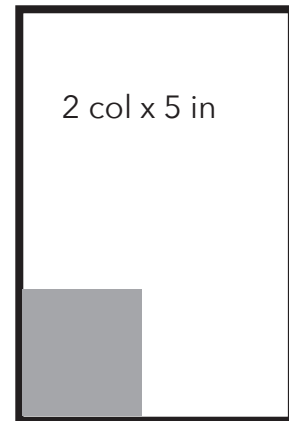
RIBBON AD



EIGHTH PAGE



EIGHTH PAGE



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 POLICIES & PROCEDURES



TERM OF PAYMENT

- Terms of payment are net 30 days
- Talon Marks ONLY accepts cash or check for Displays ads.

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.