



# MEDIA KIT

## ADVERTISING RATES & INFORMATION 2024-2025

**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](mailto:talonmarksadvertising@gmail.com) • Website: [www.talonmarks.com](http://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
- Eighth Page ad (Black and White 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
- Eighth Page ad (Black and White Print) - 1 print

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

- Eighth Page ad (Black and White Print) - 1 print
- Big Button ad (Website) - 2 weeks

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

- Quarter Page ad (Black and White 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
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.

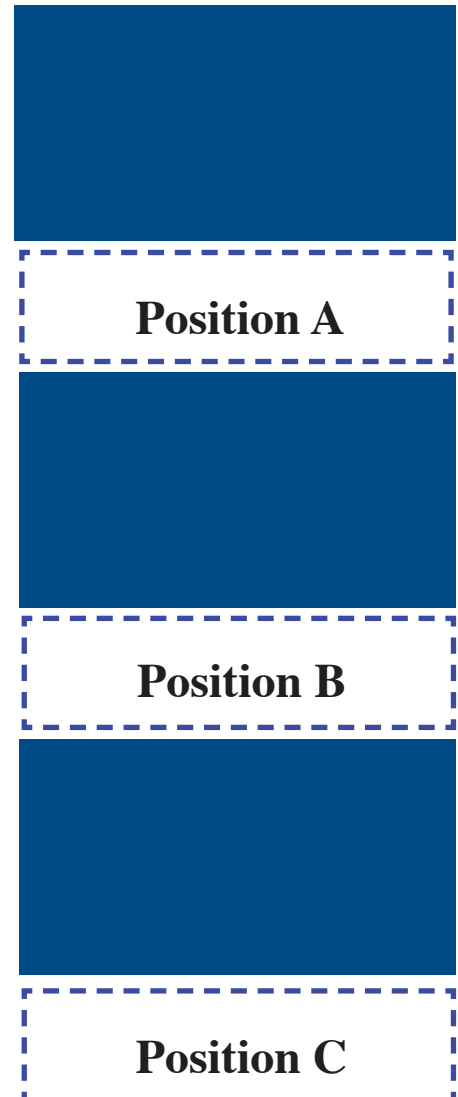
## BASIC CREATIVE REQUIREMENTS FOR ADS

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

## DEADLINES

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

## NEWSLETTER



For more information and space reservations, contact Advertising Office

# NEWSLETTER SCHEDULE



## FALL 2024 - SEMESTER

### PUBLISHING DATES (Fridays)

- August 23
- August 30
- September 6
- September 13
- September 20
- September 27
- October 4
- October 11
- October 18
- October 25
- November 1
- November 8
- November 15
- November 22
- December 6
- December 13
- December 20

### ADVERTISING DEADLINES (Friday before)

- August 16
- August 23
- August 30
- September 6
- September 13
- September 20
- September 27
- October 4
- October 11
- October 18
- October 25
- November 1
- November 8
- November 15
- November 29
- December 6
- December 13

## SPRING 2025 - SEMESTER

### PUBLISHING DATES (Fridays)

- January 17
- January 24
- January 31
- February 7
- February 14
- February 21
- February 28
- March 7
- March 14
- March 28
- April 4
- April 11
- April 18
- April 25
- May 2
- May 9
- May 16
- May 23

### ADVERTISING DEADLINES (Friday before)

- January 10
- January 17
- January 24
- January 31
- February 7
- February 14
- February 21
- February 28
- March 7
- March 14
- March 28
- April 4
- April 11
- April 18
- April 25
- May 2
- May 9
- May 16

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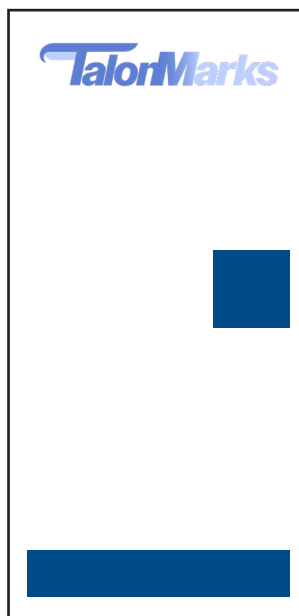
# ONLINE ADVERTISING RATES



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

## 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



<b>DESCRIPTION</b>	<b>RATE</b>
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. 19, 2024
- Ad Reservation Deadline February 21, 2025 by Noon
- Ad Material Deadline March 14, 2025 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	\$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
- Color advertising is available, additional \$300 per ad

## DEADLINES

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

## PRINT EDITION PUBLICATION SCHEDULE

FALL 2024		SPRING 2025	
PRINT	AD DEADLINE	PRINT	AD DEADLINE
<b>SEPT. 18</b>	SEPT. 13	<b>FEB. 12</b>	FEB. 7
<b>OCT. 30</b>	OCT. 25	<b>MARCH 5</b>	FEB. 28
<b>NOV. 13</b>	NOV. 8	<b>APRIL 16</b>	APRIL 11
<b>DEC. 4</b>	NOV. 29	<b>MAY 7</b>	MAY 2

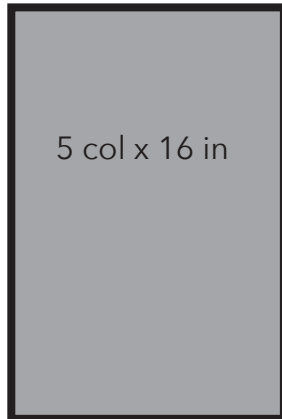
For more information and space reservations, contact Advertising Office



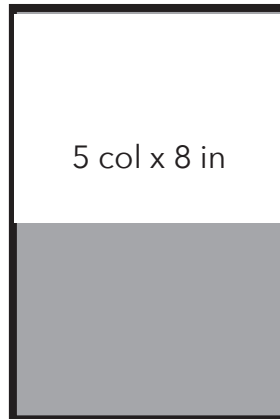
# PRINT EDITION ADVERTISING SIZES



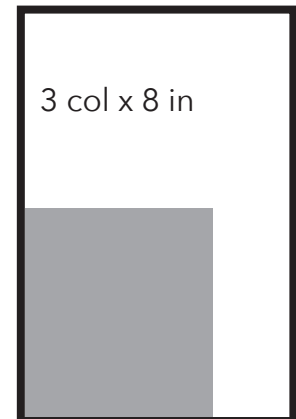
**FULL PAGE**



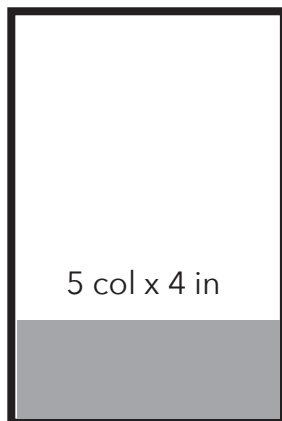
**HALF PAGE**



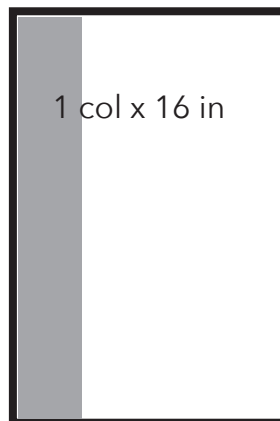
**QUARTER PAGE**



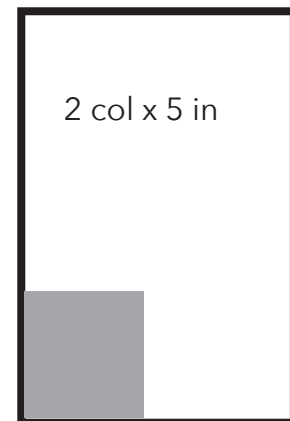
**RIBBON AD**



**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

# 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](http://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.