



**2010 Retail  
Advertising Rates**  
JANUARY 2010

## THE LONG BEACH TIMES NEWSPAPER



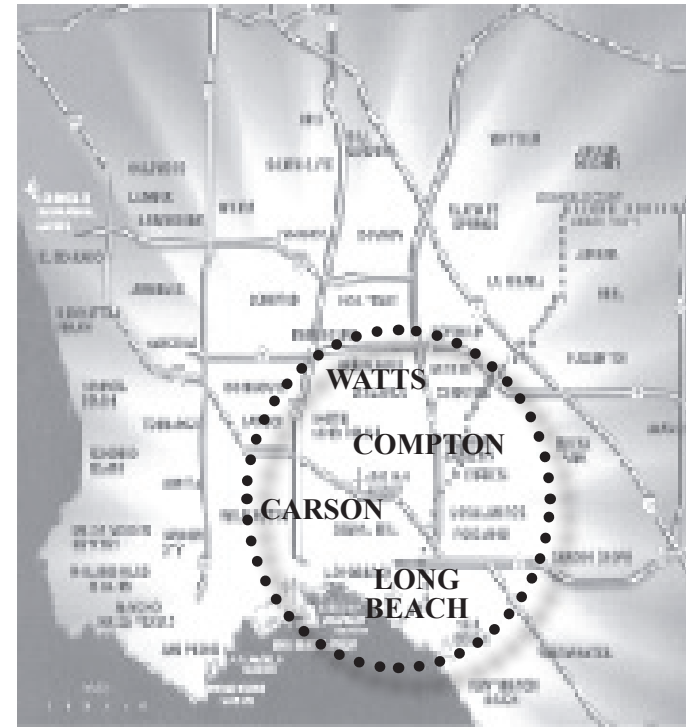
***"We Deliver Our Market!"***

### SOME ADVERTISER BENEFITS OF THE LONG BEACH TIMES

- \* Distributed throughout Greater Long Beach area including Carson, Compton, Signal Hill, parts of Watts, the Wrigley Area and parts of San Pedro!
- \* Available at some Sav-Ons, Albertson's Grocery Stores, VON's, AM-PM's, Mini Stores, Churches, Courts and City Halls, Recreation Centers/Parks and Libraries.
- \* Mailed directly to many Minority and Women Business Enterprises and Others.
- \* Effectively reaches as estimated 55,000 weekly loyal readers and subscribers.
- \* Loyal readership due to local news content!



## Long Beach/Carson/Compton Market



*Since 1987 - Informing • Educating • Developing Businesses*

### Special Edition Calendar

- |   |  |
|---|--|
| January: Martin Luther King Special Edition           | August: Anniversary Edition, Youth Month     |
| February: Black History Month Special Editions        | September: Back to School                    |
| May: Mother's Day, Malcolm X, Memorial Day            | November: Thanksgiving, Veterans Day         |
| June: Father's Day, Graduation, Black Musical Special | December: Christmas/Kwanzaa, Year-End Review |

Publisher - Richard Love - 562-436-8221  
Advertising/Sales - Kristine Valenzuela - 562-436-8221

**Long Beach Times  
NEWSPAPER**  
121 Linden Avenue - Long Beach, CA 90802

# LONG BEACH TIMES NEWSPAPER

ADVERTISING & RATE INFORMATION - JANUARY, 2010

Serving: Greater Long Beach, Carson, Compton,  
The Wrigley Area • Signal Hill

*A Weekly Newspaper of General Circulation*

The Long Beach Times Newspaper has experienced great acceptance by the general population of the Metro Long Beach Area including Carson, Compton, Watts, The Wrigley Area, Signal Hill, and San Pedro including its target market of African-Americans, Women, Cambodians, Latinos, and others.

Distribution is free door-to-door in prime residential and business districts; free papers to high density apartments and condos; paid subscription first-class mail service to subscribers' homes and businesses; neighborhood youth paper routes, counter distribution displays and sales; placement at senior citizens and recreational centers; city, county, state and federal buildings, churches, hospitals and restaurants, motels, hotels; school district offices and schools, libraries, at many yearly high attendance events including jazz and blues concerts, major job, business and sports expos and at advertisers' places of businesses.

### Market(s)

**Long Beach** proper has an estimated population of 586,300 and is the fifth largest city in California. The approximate demographic profile is as follows: **Male 39%** **Female 61%**

Race	Percent	Number
African-Americans	+/- 14%	82,082
Hispanic	+/- 19%	111,397
Asian (Others)	+/- 18%	105,534
Anglo	+/- 49%	287,287

**Carson** proper has an estimated population (year 2000) of **89,730**. The approximate demographic profile is as follows:  
**Males: 43,315 (48.3%),** **Females: 46,415 (51.7%)**

### Races in Carson:

Hispanic (34.9%)	Black (25.4%)	Filipino (18.8%)	Other race (18.0%)	White Non-Hispanic (12.0%)
Two or more races (5.1%)	Native Hawaiian and Other Pacific Islander (3.0%)	American Indian (1.3%)	Japanese (0.9%)	Other Asian (0.8%)
			Korean (0.6%)	

*(Total can be greater than 100% because Hispanics could be counted in other races)*

**Estimated combined weekly readership - 55,000 & Growing!**

**Display (per column inch) - General News Display and Classifies are sold by the column inch.**

**Open Rate per insert, per issue, one Time \$37.00 per column inch**

**Advertising agencies, school districts, city, county, state and federal agencies call 1-562-436-8221 for trade rates.**

**We Service DBA (Doing Business As) Filings, Name changes, Probate Announcements, Funeral Notices, etc.**

**Call for other legal and public notices publication rates at (562) 436-8221**

Advertisers should check the first insertion of an advertisement for errors. The Long Beach Times will in no case be responsible for typographical errors but will reprint that part of an advertisement in which a typographical error occurs if notified immediately after the first insertion. The right is reserved to reject, omit or edit any copy offered for publication. Main news pages are divided into 6 columns wide by 15 inches deep totaling 90 column inches per page. Classified pages are divided into 8 columns wide by 15 inches deep totaling 120 column inches per page and type is set at no smaller than 6 point type size; all ads have the same type intensity. Headlines in large type sizes, centering and white space are available for increased effectiveness at additional cost.

General News Column Sizes:	1 Col = 1.558" w	2 Col = 3.247" w	3 Col = 4.935" w
	4 Col = 6.624" w	5 Col = 8.312" w	6 Col = 10" w

Classified & Legal Column Sizes:	1 Col = 1.136" w	2 Col = 2.403" w	3 Col = 3.669" w	4 Col = 4.935" w
	5 Col = 6.201" w	6 Col = 7.467" w	7 Col = 8.734" w	8 Col = 10" w

**Payment Terms: Invoices are due and payable upon publication. Late charges of 1-1/2% (18% annually) will be assessed on all unpaid balances after 30 days. Payment in advance is required of all advertisers until credit is established. Check or money order accepted.**

Publication Day is each Wednesday. Weekly Deadline for all displays is each Monday 5:00 PM

**121 Linden Avenue – Long Beach, CA 90802 – Office Hours are Monday - Thursday 9:00 a.m. - 5 p.m. Closed Fridays.**

**For Advertising CALL (562) 436-8221 - "We Deliver Our Market"**

# Long Beach Times Newspaper

**Advertising Deadline is 5:00 PM each Monday for Wednesday's edition.**

All advertising is payable in advance unless credit approval has been obtained. Billed advertising is payable within 10 days of publication unless prior arrangements have been made. No ads will be run if your account is not current.

**Make checks payable to:**

*Long Beach Times Newspaper*

*We reserve the right to reject any ad.*

**ALL RATES ARE SUBJECT TO CHANGE**

*Ad dimensions measured WIDTH x HEIGHT in computer inches*

### SIZE RATE

1/16 Page (3c) 4.91" W by 1.50" ..... 208.13  
1/8 Page Horizontal (3c) 4.91"W by 3.75".....416.25

1/4 Page Vertical (3c) 4.91"W by 7.49" ..... 832.00  
1/4 Page Horizontal (6c) 10"W by 3.75" .....832.00

1/2 Page Horizontal (6c) 10"W by 7.50" ..... 1,665.00  
1/2 Page Vertical (3c) 4.91"W by 14.98" ..... 1,665.00

Full Page (6c) 10"W by 14.98" .....3,330.00  
Full Back Page 4 Color (6c) 10"W by 14.98" .....3,405.00

Full Process (4-colors) \$350.00 Extra

1-spot color \$95, 2-spot color \$165, 3-spot color \$290.

Spot TrueColors Are CMYK's, (Cyan, Magenta, Yellow & Black)

**Current Display/Ad Rates \$37.00 per column inch**

**All rates quotes are for camera ready ads. There may be an additional charge if we write or setup the ad. Discounts apply to display ads on minimum 3-6-9-12 month insertion contracts. National and Regional representatives please contact for agency discounts.**

### LONG BEACH TIMES NEWSPAPER

Doing business as the Long Beach Times Newspaper. A Newspaper of General Circulation is qualified as defined by Government Code Section 600 et seq to print every type of legal notice under the Decree of the Los Angeles Superior Court, as a newspaper of general circulation.

*The Long Beach Times Newspaper* is published weekly and distributed at locations to readers in Long Beach, Carson, Compton, Signal Hill, Watts, the Wrigley Area, and San Pedro.

## Long Beach Times Newspaper

121 Linden Avenue • Long Beach, CA 90802

Office: (562) 436-8221 • Fax (562) 628-1907 • E-Mails: LBTimes@AOL.com

## Rate Card

JANUARY 2010

10"

1/2 Page  
Horizontal  
(6c) 10"W by 7.50"D or  
Vertical  
(3c) 4.91"W by 14.98"D

1/4 Page Vertical  
(3c) 4.91"w x 7.49"D  
or  
Horizontal  
(6c) 10"W by 3.75"D

15"