

The Best Bi-Weekly Newspaper in Los Angeles



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2012 Media Kit

THE BREAKDOWN

- **Launch Date:** October 1st, 2012
- **Publisher:** [Mikazuki Publishing House](#)
- **Frequency:** Bi-Weekly
- **Format:** Print (Paper only, no internet version will be created)
- **Pages:** 16
- **Price:** Free
- **Area Coverage:** San Fernando Valley, Los Angeles Metro area, South Bay
- **Description:** The Los Angeles Crier is a bi-weekly newspaper with a new and fresh perspective for Los Angelenos

. The L.A. Crier is a bi-weekly (twice per month) newspaper (print only) that serves the Greater Los Angeles area.

Categories:

Politics

Business

Culture

Sports

Editorial

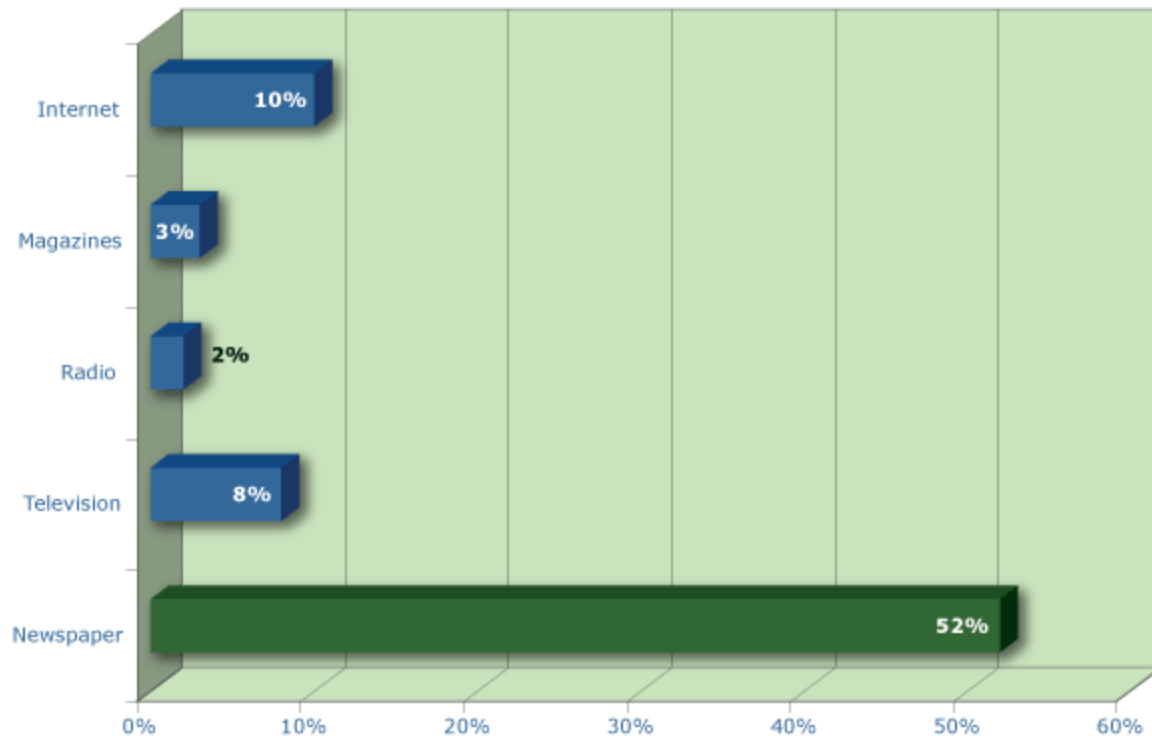
Entertainment

Events

Classifieds

Customers Prefer Newspaper Ads

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The 3 Advantages of Newspaper Advertising:

- Newspaper readers are more sophisticated and more well-informed, making them ideal customers for your product, service, or brand.
- The same newspaper is passed from one person to another so that multiple individuals end up reading the same newspaper. That means multiple potential customers see your print advertisement.
- Newspaper print advertisement messages are easier to re-call by newspaper readers, thereby making them more effective as means of message delivery than other forms of media.

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2012 RATE CARD

2 inch x 2 inch ad = \$10 per insertion

4 inch by 4 inch ad = \$50

8 inch by 8 inch ad = \$100

Full Page ad = \$250

RATE CARD DISCOUNTS

3 Consecutive Ads (1.5 Months) = 10% Discount

6 Consecutive Ads (3 Months) = 20% Discount

9 Consecutive Ads (4.5 Months) = 30% Discount

12 Consecutive Ads (6 Months) = 40% Discount

24 Consecutive Ads (1 Year) = 45% Discount

MISC ADVERTISING RATES

Inserts = \$150 for 2500 inserts (3 inch by 7 inch max)

Front Page Ads = Add 20% to price

Back Page Ads = Add 10% to price

3rd Page Ads = Add 5% to price

2012 ADVERTISING DEADLINE CALENDAR	
DATE OF PUBLICATION	DEADLINE FOR ADVERTISEMENTS
October 1 st , 2012	September 25 th , 2012
October 15 th , 2012	October 10 th , 2012
October 29 th , 2012	October 25 th , 2012
November 12 th , 2012	November 8 th , 2012
November 26 th , 2012	November 22 nd , 2012
December 10 th , 2012	December 6 th , 2012
December 24 th , 2012	December 20 th , 2012
INFORMATION FOR 2013 WILL BE UPDATED SHORTLY	

PRICES MAY CHANGE AT ANYTIME WITHOUT NOTICE