

## Your Community Connection...



# Hawthorne Press Tribune

*A Weekly Tradition Since 1959*

Established the same year as the town itself, the Hawthorne Press Tribune is the only community-specific paper in the city and continues to be Hawthorne's most trusted source for local news and features. We offer a winning combination of first-class editorial, unsurpassed circulation and a hometown connection that can't be beat.

## First In Coverage Area

Our Hawthorne Circulation Exceeds the Two Largest Locally Distributed Daily Papers... **COMBINED!**

Hawthorne Press Tribune  
6,500 home delivery;  
500 rack delivery

**TOTAL 7,000**

Daily Breeze 2,999\*

LA Times 2,993 \*

**COMBINED TOTAL: 5,992**

*\*Stats from Powerreporting.com 2005*

## Second To None in Content...

A true community paper, the Hawthorne Press Tribune provides an in-depth insider's look at this unique beach city, with thought-provoking news articles, memorable human interest stories and one-of-a-kind columns through the eyes of local writers who know Hawthorne inside and out.

### Our weekly features include:

- **City Council and School Board:** Detailed overviews of the meetings that shape the city's future
- **Calendar:** Ongoing and upcoming events
- **Letters to the Editor:** A forum for residents and business leaders to speak their minds
- **People:** Local births, weddings, landmarks, obits and other news about local folk.
- **Entertainment:** Exclusive A-list celebrity interviews and new movie reviews courtesy of regionally syndicated columnist Francine Brokaw

- **Curbside:** A renowned nationally syndicated automotive column
- **Police Reports:** Crime logs provided by the local police department
- **Investing:** Where to put your money (or where not to) from experts in the financial industry
- **Happy Tails:** Success stories of pets adopted from our Pets Without Partners column
- **Pets Without Partners:** Column featuring wonderful pets looking for loving homes.
- **Travel:** The next best places to be besides El Segundo
- **Fisherman's Tales:** Stories of amazing adventures at sea, as well as, get the latest fish dope!
- **Open House Directory:** Your new home could be right here.
- **Real Estate Section:** Area property listings and more
- **Restaurant Guide:** Where to find the best eats
- **Puzzles and Games:** For kids 5 to 105
- **Business & Professional Services Directory:** Everything you need from Accounting to Yard Services
- **Classified Ads:** Where to find rentals, garage sales, job listings and more
- **Public Notices:** Legals and DBAs from Hawthorne's official adjudicated newspaper.

- **Sports:** The latest on youth and high school baseball, softball, football, volleyball and more from the coaches themselves.

## Want to Reach Beyond Hawthorne?

**We've Got Four More Great Papers!**

**El Segundo Herald:** Our flagship weekly that started it all in 1911, the Herald is delivered to homes and racked throughout the city for maximum exposure.

**Manhattan Beach Sun:** Try our newest weekly and the only community-specific paper in Manhattan Beach, with delivery to homes plus racks!

**Inglewood News:** Serving the 90301, 90303 and 90305 zip codes, the Inglewood News has covered the community for 65 years!

**Lawndale News:** A local fixture since the early '40s, you can always find the News racked at local schools, school districts and other high-traffic locations.

EL SEGUNDO  
HERALD

MANHATTAN BEACH  
SUN

HAWTHORNE  
PRESS TRIBUNE

INGLEWOOD  
NEWS

LAWNDALE  
NEWS

312 E. Imperial Ave., El Segundo, CA 90245 Ph 310-322-1830 Fax 310-322-2787

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## DISPLAY AD RATES

SIZE	NUMBER OF TIME RUN — Cost per				
	1X	4X	8X	12X	26X
<b>Full</b>	\$900	700	650	600	550
<b>1/2</b>	700	550	500	450	400
<b>1/4</b>	550	425	375	325	250
<b>3/16</b>	450	350	300	250	150
<b>1/8</b>	250	200	175	150	125
<b>1/16</b>	200	150	125	100	75
<b>1/32</b>			80	50	40

## AD SIZES & DIMENSIONS

SIZE		width x depth (inches)
1	Full Page	10-1/4 x 15-7/8
2	1/2 vertical	5-1/16 x 15-7/8
3	1/2 horizontal	10-1/4 x 7-7/8
4	1/2 square	7-5/8 x 9-7/8
5	1/4 vertical	5-1/16 x 7-7/8
6	1/4 horizontal	10-1/4 x 3-7/8
7	3/16 vertical	5-1/16 x 5-7/8
8	3/16 horizontal	7-5/8 x 3-7/8
9	1/8 vertical	2-3/8 x 7-7/8
10	1/8 horizontal	10-1/4 x 1-7/8
11	1/8 square	5-1/16 x 3-7/8
12	1/16 vertical	2-3/8 x 3/7/8
13	1/16 horizontal	5-1/16 x 1-7/8
14	1/32 page	2-3/8 x 1-7/8

## ADDITIONAL ZONES

El Segundo  
 Manhattan Beach  
 Inglewood  
 Discounts on 3+ Zones: Call for Rates!

## PRIME POSITIONS

**Outside Back Cover**-(Add 30% to full page)  
**Page 3:** (1/4 page or larger; add 20%)  
**Other Specified Locations** (add 10%)

## COLOR

Spot Color: Add 10% Full Color: Add \$450

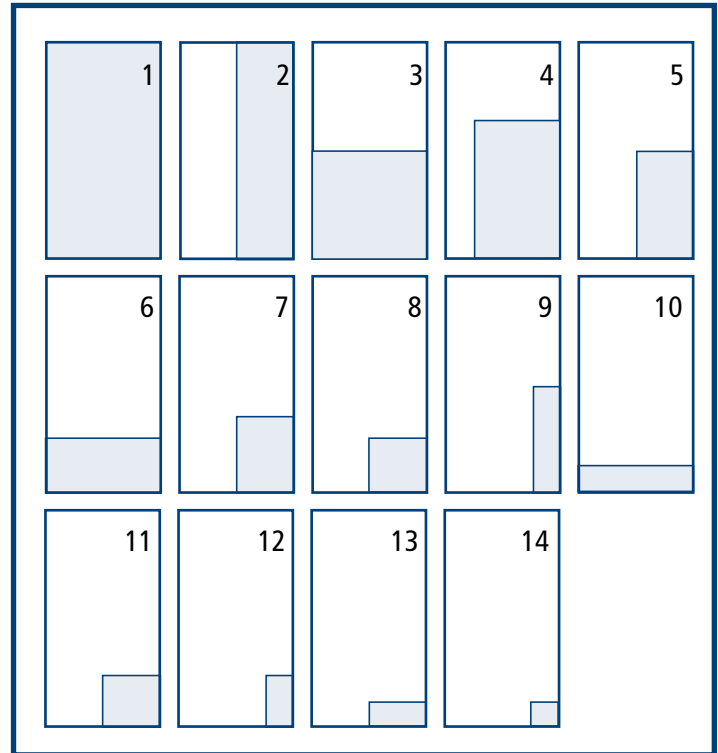
## INSERTS

(Home Delivery Only: Must be dropped off at printer.  
 Call for details) In-Fold \$350 Hand-Inserted \$550

## DEADLINES

**Space and Artwork:** Noon Thursday prior to publication date

**For Advertising Information, Contact:**  
**Management@heraldpublications.com**



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## Advertising Benefits and Features

- Long-time dedicated local readership and nearly a century of service to the community.
- Attractive readership demographic representing residents, employees and travelers who spend dollars locally and in the South Bay area (stats available upon request).
- Advertising promotes positive business image and community support through having a presence in “the local paper.”
- Industry-specific weekly sections (e.g. Real Estate, Restaurants, Automotive, Professional Services) to further zero in on your target audience.
- Annual Special Editions, including Holiday Shopping Guide, Dads & Grads, Valentine’s Day, Mother’s Day, Women in Business, Home & Garden and the enormously popular Best of the Best
- Feature article (with photo!) about your business included with contracts 12x or longer
- Reasonable rates with price incentives for multiple insertions.
- Discounted rates for ad placement in our additional zones, including appealing adjacent areas such as El Segundo, Manhattan Beach, Lawndale and Inglewood.
- Spot color and full color available to enliven your ad copy.
- Flyer Inserts welcome to promote your special event, offer or announcement
- Friendly, knowledgeable staff to service your account.
- Talented graphic designers to customize your artwork for optimal visual exposure.
- Early Thursday morning delivery and like clockwork reliable distribution
- Comprehensive local news content
- Higher circulation than the next two largest Hawthorne daily distributed papers combined

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