

## Your Community Connection...



# El Segundo Herald

*A Weekly Tradition Since 1911*

## First In Coverage Area

**Our El Segundo Circulation Exceeds the Next Three Largest Locally Distributed Daily and Weekly Papers... COMBINED!**

El Segundo Herald  
7,500 home delivery;  
7,500 rack delivery

**TOTAL 15,000**

Beach Reporter  
3,400 home delivery;  
rack est. less than 3,000

LA Times 2,638\*  
Daily Breeze 1,463\*

**COMBINED TOTAL:  
Under 11,000**

*\*Stats from Powerreporting.com 2005*

## Second To None in Content...

A true community paper, the El Segundo Herald 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 El Segundo inside and out.

### Our weekly features include:

- **Cityscape:** The real scoop on everything from airport noise to new development from El Segundo Mayor Kelly McDowell
- **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.

Established the same year as the town itself, the El Segundo Herald is the only community-specific paper in the city and continues to be El Segundo'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.

- **Entertainment:** Exclusive A-list celebrity interviews and new movie reviews courtesy of regionally syndicated columnist Francine Brokaw
- **Curbside:** The Herald is the proud home base of Anthony Barthel's 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:** El Segundo's most extensive property listing source
- **Restaurant Guide:** Where to find the best eats in town
- **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 El Segundo'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 El Segundo?

*We've Got Four*

*Other Great Papers!*

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

**Hawthorne Press Tribune:** Home-delivered to the up and coming Hollyglen, Del Aire, Ramona, Bolger Park and Holly Park neighborhoods, the Tribune will be celebrating its 50th anniversary in 2009

**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

LAWDALE  
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 TIMES 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

## 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 5-1/6 x 1-7/8

### ADDITIONAL ZONES

Manhattan Beach or Hawthorne  
Three-Zone Special

### 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

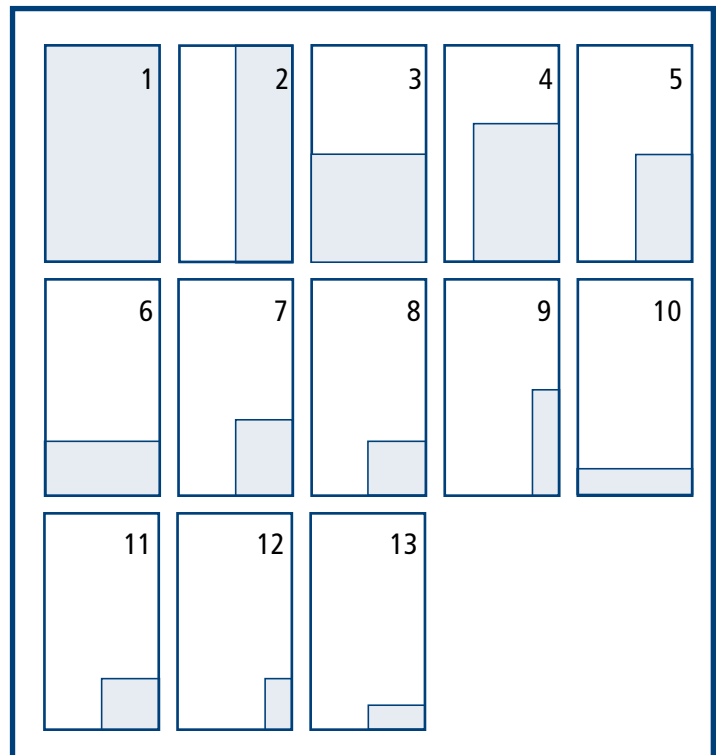
### INSERTS

(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](mailto:Management@heraldpublications.com)





## 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 Manhattan Beach, Holly Glen and more.
  - 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
  - Most comprehensive local news content of any El Segundo paper
  - Higher circulation than the next three largest El Segundo distributed papers combined
- and finally...*
- Results, Results, Results: See our Testimonials page for just a sampling of our many happy advertisers from a variety of business categories.



# El Segundo Herald

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## From Retail to Restaurant to Real Estate... Advertising in The El Segundo Herald Works!

*Just Ask Our Advertisers*



**Re/Max Beach  
Cities Realty,  
Jim Marak, Broker**

“Hitting the audience of El Segundo and the sphere of influence they have is important for anyone in real estate and that’s why I have advertised in the *Herald* every week for years. I always push my website and virtual tours in my ads and I continue to get results.”



**The Jewelry Source,  
Brenda Newman, Owner**

“We’ve advertised in the *Herald* for over 20 years and feel the same way today that we did then—it is a great hometown paper and the best possible way to reach out to the community.”



**Bank of Manhattan,  
Ed Myska,  
Senior Vice President**

“I happily plan to continue advertising in the Herald with our new venture after having achieved enormous success in the past at First Coastal. We got a lot of business from our ads and I look forward to more of the same in the future.”



**Fantastic Sams,  
Marc Najjar, Owner**

“The *El Segundo Herald* is working great for us at Fantastic Sams. For sure, I have to extra staff my store before the ad comes out because the response is immediate. The personnel at the Herald are also fabulous to work with and they assist you from A to Z.”



**Harmon Landscaping,  
Berry Harmon, Owner**

“I’ve been in the paper for more than seven years and I recommend it to even the competition.”



**McCormick & Schmick’s  
Seafood Restaurant,  
Joe Garcia,  
General Manager**

“I regularly use the *Herald* to market my lunches, dinners and special events and continue to see new customers come in our restaurant because of our ads.”

