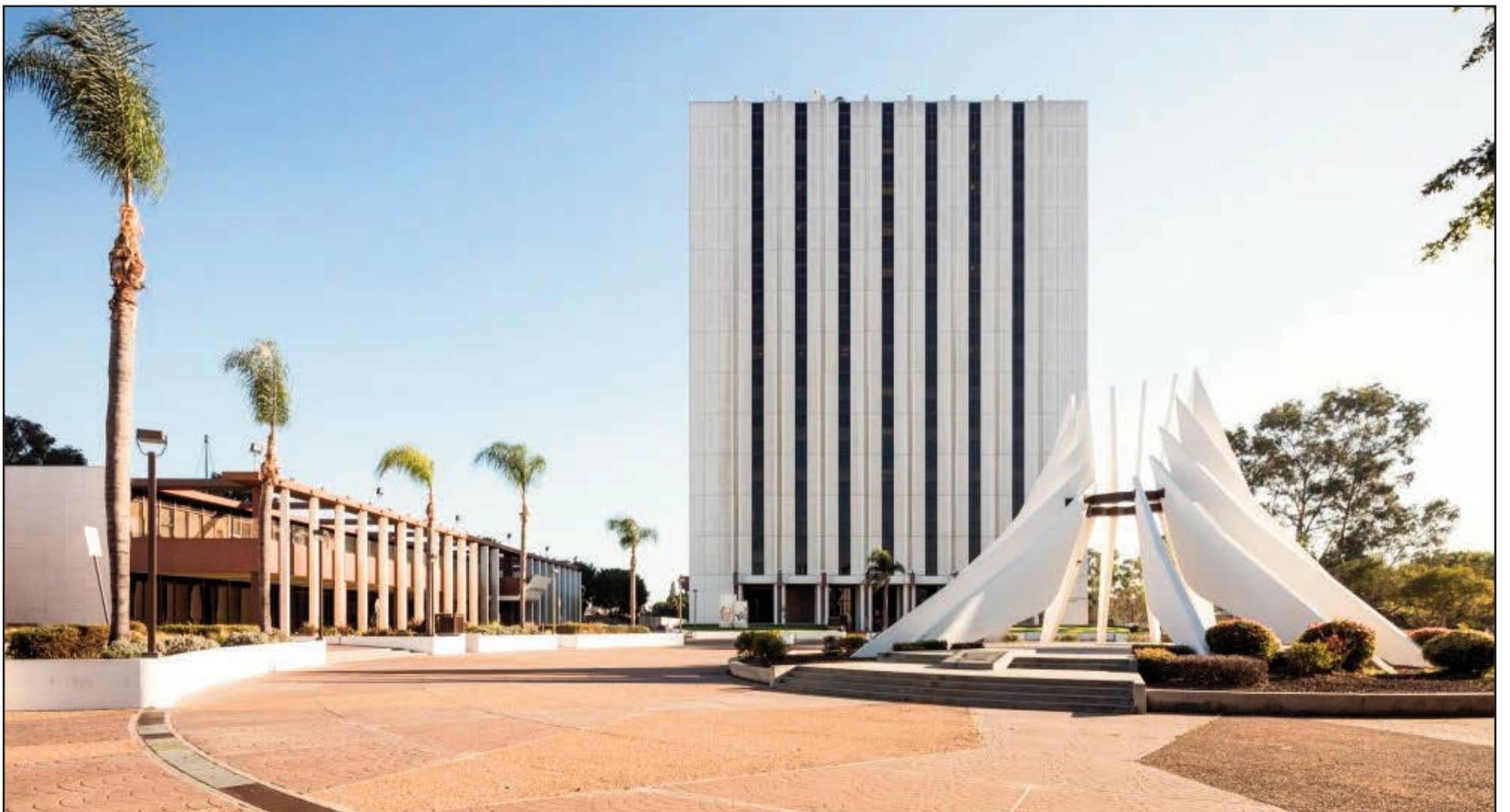




# 2018 Media Kit

## COMPTON HERALD

“  
Heralding Freedom of the Press and the Public’s Right to Know”



Proudly serving Compton, Rancho Dominguez, Watts, Willowbrook, South L.A.,  
Inglewood, Carson, Hawthorne, Long Beach, Lynwood, and Paramount.

# Introduction

The City of Compton has a rich and diverse history. Our multi-cultural melting pot represents all races and ethnic backgrounds. The Compton Herald is committed to providing to it's readership current, concise, fair and balanced news.

The Compton Herald is a digital newspaper published by Metropolis Newspapers. The objective of the newspaper is to provide concise, fair and balanced news to the residents of the greater Compton and adjoining communities of Lynwood, Paramount, Long Beach, Rancho Dominguez, Carson, Wilmington, Hawthorne, Inglewood, South Los Angeles, Watts, and Willowbrook. Additionally, the Compton Herald boasts readership throughout L.A. County.

Serving as the official newspaper for the City of Compton, the Compton Herald is a uniquely different newspaper celebrating the City's diverse heritage while keeping it's citizens informed and engaged.

The Compton Herald operates under the corporate umbrella of Metropolis Newspapers, a sole proprietorship founded December 2003 by Jarrette Fellows, Jr., president, CEO and editor. The Compton Herald is the flagship newspaper of Metropolis Newspapers, with two other publications --- El Heraldo de Compton, published in Spanish, targeted to our Spanish-speaking-only residents; and a new, forthcoming digital newspaper for Inglewood titled, The Bighorn, scheduled to debut in 2019.



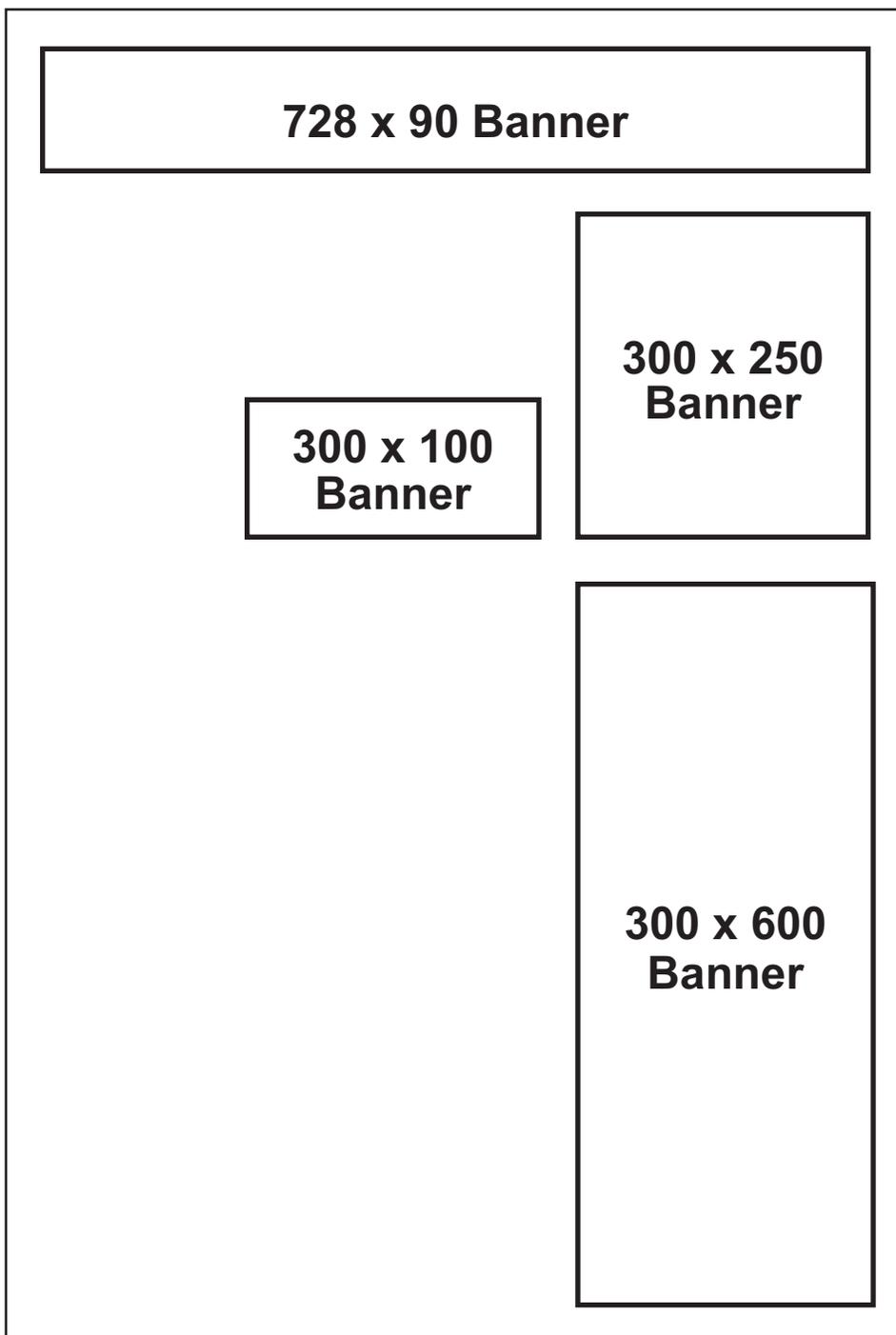
# Digital Advertising Rates & Requirements

## SIZES: COMMUNITY RATE WEEKLY & MONTHLY

728 x 90 Header Footer Banner: **\$650 week** (7 days); **\$1,150 month** (30 days)  
300 x 600 Large Rectangle Banner: **\$600 week** (7 days); **\$1,090 month** (30 days)  
300 x 250 Medium Rectangle: **\$375 week** (7 days); **\$650 month** (30 days)  
300 x 100 Small Rectangle: **\$275 week** (7 days); **\$550 month** (30 days)

## SIZES: CORPORATE RATE WEEKLY & MONTHLY

728 x 90 Header Footer Banner: **\$2,500 week** (7 days); **\$4,000 month** (30 days)  
300 x 600 Large Rectangle Banner: **\$2,000 week** (7 days); **\$3,000 month** (30 days)  
300 x 250 Medium Rectangle: **\$1,200 week** (7 days); **\$2,200 month** (30 days)  
300 x 100 Small Rectangle: **\$950 week** (7 days); **\$1,500 month** (30 days)



# Advertorial Options

## Spotlight Business Feature

The Compton Herald publishes Spotlight Business Features on a first-come basis at a cost of \$550.

Information must be submitted as a Word document and is subject to editing for clarity only. Submit to: [thecomptonherald@gmail.org](mailto:thecomptonherald@gmail.org)

One photo is allowed. Submit color or black & white at a minimum of 600 dpi.

Business features can be submitted anytime and remain posted six months. Please adhere to the following procedure:

1. Submit text
2. Pay fee (PayPal invoice will be sent)
3. Business feature reviewed/edited for clarity
4. Published
5. Client notified after publishing

## Church and Obituaries

Based on 30-day Digital Advertising purchase. Includes free publishing of **Church** news releases. 300 x 100 Rectangle Banner: **\$550 per month** (30 days)

The Compton Herald publishes **Obituaries** on a first-come basis at a cost of **\$250**. Information must be submitted as a Word document and is subject to editing for clarity only. Submit to: [thecomptonherald@gmail.com](mailto:thecomptonherald@gmail.com)

One photo of the deceased is allowable. Submit color or black & white at a minimum of 600 dpi.

Obituaries can be submitted anytime and remain posted minimum six months. Obituaries are generally posted within 3 days after receipt. Please adhere to the following procedure:

1. Submit obituary
2. Pay fee upfront (PayPal Invoice will be sent)
3. Obituary reviewed/edited for clarity
4. Published
5. Client notified after publishing

# Why Advertise Online With the Compton Herald?

Simply put, we're where your customers are. With online advertising, your message is presented to your audience daily, around the clock, 24 hours a day, 7 days a week. Make over 25,000 additional impressions weekly by adding banner advertisement to your marketing plan.

With rates that fit any budget, advertising with the *Compton Herald* will improve your bottom line, without hurting your budget.

**Contact E-mail: [thecomptonherald@gmail.com](mailto:thecomptonherald@gmail.com)**



**Publisher, CEO, and Editor: Jarrette Fellows, Jr.**

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