

2007 RATES

Auto Dealer

Los Angeles Times
M E D I A G R O U P

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**SOUTHERN CALIFORNIA EDITION-
CLASSIFIED DEALER AUTOMOTIVE
TRANSPORTATION RATES**

Rates effective June 19, 2006.

RATES IN THIS BOOK APPLY TO:

Rates apply to all Classified Transportation advertising from Automotive Dealers, Truck, Recreational Vehicles, Motorcycles, boat and Aircraft Dealers. Transportation classifications require a minimum of 3 lines.

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CLASSIFIED ADVERTISING RATES

Rates Effective January 1, 2007.

All rates are per line, per day.

All Automotive advertising can be automatically included within our online services for a nominal per order surcharge.

LOCAL RATES - (Non-Commissionable)

3 line Minimum	Weekday	Sunday
Open Rate	\$13.65	\$17.84
Additional Lines	13.65	17.84

NATIONAL RATES - (Commissionable)

3 line Minimum	Weekday	Sunday
Open Rate	\$16.38	\$21.41
Additional Lines	16.38	21.41

OTHER RATES & CHARGES

Automotive Dealer Directory

Automotive listings are published Daily and Sunday in alphabetical order by vehicle make. Dealer listings are also placed on Internet with a "Hot Link" to a dealers own website. Each listing is billed at \$54.90 per day for a minimum 28 day period.

COLOR RATES

Premium Color Rates

Add the prices listed in the chart below to black and white costs.

Up To One Standard Size Page*

(Non-Commissionable)

	Spot Color	Four Color
Southern California Circulation		
Mon. - Wed.	\$5,500	
Thur. - Sat.	5,670	7,730
Sunday	6,890	9,010

Up To One Standard Size Page*

(Commissionable)

	Spot/Four Color
Southern California Circulation	
Daily	\$9,600
Sunday	11,250

* Or tabloid double truck.

• Please see www.latimes.com/ads for our comprehensive Production Guidelines book.

AUTOMOTIVE SUPERZONES

Southern California distribution has been divided into geographic marketing areas to better accommodate the demographics of this large metropolis. Ask your Advertising Sales Representative for a program to best reach your target audience.

DEALER AUTOMOTIVE TRANSPORTATION DISPLAY ADVERTISING RATES

Rates Effective January 1, 2007.

1. Applicability

- a. Applicable to an individual dealer advertising new and used cars, trucks, truck trailers, truck tractors, recreational vehicles, motorcycles, boats and aircraft for sale or lease.
- b. A single ad billed directly to an individual advertiser, which includes multiple outlets all owned by the same individual advertiser, qualifies for Dealer Automotive-Transportation, Display advertising rates.
- c. A single advertisement billed directly to an individual advertiser, which includes multiple outlets owned by various individuals, does not qualify for Dealer Automotive-Transportation Display Advertising Rates. Such advertising will be billed at the Automotive Manufacturers rate and is subject to approval by the Director of Advertising prior to publication.
- d. Contact your Advertising Sales Representative for Automotive Manufacturers Advertising Rates.

2. Southern California Edition ROP Column Inch Rates

	Daily per inch	Sunday per inch
Open	\$477	\$627
Volume Rate	198	228

Volume Rate not applicable in Main News Section on Friday and Sundays. Please contact your Account Executive for qualification.

CARS.COM

New and Used Car Package

Web based inventory package.

Number of Dealerships	Monthly Rate per Dealership
1	\$1,749
2-4	1,599
5-7	1,449
8+	1,199

- No limit on number of cars (uploaded to online database).
- No annual "maintenance fees".

Sales Center:\$295/month

Web based lead management tool.

Independent Ad Package (Independent Auto Dealers Only):

IAP (60-car maximum)	\$919
IAP Express (30-car maximum)	\$629
IAP Mini (15-car maximum)	\$399

Banner, Tile and Sponsor Advertising:

- Keyword targeted banner ads are available on the Cars.com site. Costs vary depending on the specific keyword (make of vehicle and guaranteed CPM's). Keyword banner inventory is limited so please contact an Online Automotive Account Executive for availability.
- Banners, tile ads and section sponsorships can also be purchased on any of the L.A. Times online properties. Costs vary depending on placement and quantity of impressions (CPM's).

Please ask an Online Automotive Account Executive for pricing.

Notes: Rates are based on minimum 6 month agreement. Contract will automatically be renewed thereafter annually, unless notified by the dealership. Prices are subject to change with 30 day written notice.

SOUTHERN CALIFORNIA SPECIAL EDITIONS & SECTIONS

New Year's, Spring and Summer Special Editions

These annual Southern California Circulation Special Editions are heavily promoted by The Times and feature a major reader contest to generate additional readership and advertiser results.

Highway 1

This editorially enhanced Classified section appears each Wednesday with articles of interest about the automotive industry.

REGIONAL CIRCULATION PRODUCTS

In addition to the Southern California Edition, The Times publishes two Regional Circulation Editions for excellent coverage of specific geographic areas within the Southern California market. Regional Circulation Editions combine local news and feature articles with Regional Circulation advertising.

Valley Edition*

Covering: San Fernando, Conejo, Santa Clarita, Antelope and Simi Valleys, Glendale and Burbank areas. Ventura County and Agoura, Agoura Hills, Calabasas, Hidden Hills, Westlake Village. Includes additional distribution of Valley Classified Section on Sunday to Eagle Rock, Highland Park, La Crescenta and the Los Feliz area.

*Includes additional distribution of Ventura County Classified Section on Friday, Saturday and Sunday in Santa Barbara and San Luis Obispo counties.

Orange County Edition

Covering: Orange County.

The Times also publishes special Automotive supplements each week.

These automotive sections are available with Automotive Volume incentive programs in the following specialized circulation areas:

San Fernando Valley - Glendale/Burbank

**Ventura
South Bay
San Gabriel**

**Orange County
Southeast
Inland Empire**

Westside

**Valley-Ventura
Westside-Central**

**Southeast-Southbay
San Gabriel-Inland Valley**

Ask your Advertising Sales Representative for Automotive information regarding the special automotive section and incentive package to fill your needs.

LATIMES.COM

Latimes.com is one of the leading sources on the Web for news about the world, the nation and California. Each month, millions of visitors log on to latimes.com for in-depth articles by award-winning journalists, updates throughout the day and special multi-media capabilities.

And latimes.com is more than news. It's a marketplace, bringing together buyers and sellers from across the nation. From entertainment options to travel plans, shopping opportunities to sports-related merchandise, used cars to careers, we give each advertiser the chance to connect to millions of upscale and educated consumers.

Make your online campaign a success with standard online advertisements, rich media, special sections, e-mail, or utilize our new user demographic and behavioral ad targeting system.

Let ShopLocal and Print to Web increase the reach of your current newspaper campaign by over 17% for up to six additional days by placing your print ads on latimes.com. ShopLocal allows shoppers to find out what is for sale in their neighborhood. Consumers can search the products in your ad by category, store or brand plus get directions to your store location. Print to Web comes with complete interactive functionality including a link to your own website and the ability of our visitors to e-mail your print ad to others. Please go to latimes.com/shoplocal and latimes.com/printads to view examples.

ROP ads larger than half a page (65 column or larger inches)	\$500
ROP ads larger than a quarter page (32 - 64.75 inches)	\$300
ROP ads less than a quarter page (1- 31.75 inches)	\$150

Preprinted inserts also available.

Contact your Advertising Sales Representative for more information.

WEST MAGAZINE

A brand-new magazine is coming WEST. As the new Los Angeles Times Sunday magazine, it will embrace a state of anticipation-California. The new vision of West offers a golden opportunity to reach people who will read its compelling stories. Look at its bold photography. Smile at its playful approach to style. As we appeal to readers' curiosities and concerns, you can attract their attention. So don't miss out on being in a magazine where California becomes more meaningful, week after week. And where you can take your advertising dollars as far as you can go.

1. Publishes Sunday.
2. Printed rotogravure.
3. Trim Size: 9-1/2" x 11-1/2". All live copy should be kept 1/4" inside of these dimensions.
4. Bleed Printing: No charge. Available in black and white and color.
5. Rates: Ask your Advertising Sales Representative for the West Magazine Ratebook.

PREPRINTS AND RELATED PRODUCTS

Product Descriptions

Preprints: Insert distribution is available on Wednesday, Friday and Sunday with a minimum of 10,000.

Outside Positions: For special impact, we'll put your preprint on top or bottom of the newspaper rather than inside. This is for home delivery only and is available 5 days a week (Sun., Mon., Tues., Thurs., Sat.).

Polybags: For extra visibility, have your logo and /or advertising message printed on a polybag which covers the paper. This is for home delivery only and is available 7 days a week.

We-Prints: The Times can print your 4-16 page advertising section in the 1-A position (between Main News and the California sections) or other available ROP position. Ask your Advertising Sales Representative for rates and specifications.

Product Sampling

You may distribute a sample of your product to Times subscribers in several ways:

Sample in Times Polybag: The sample may be placed in a Times-supplied clear plastic bag along with the newspaper.

Sample in Advertiser Polybag: The sample may be placed in an advertiser-supplied plastic bag along with the newspaper. The bag must meet The Times' requirements for polybags.

Sample in Advertiser Pouch: The sample may be sealed in a "kangaroo" pouch that puts the sample on top of the newspaper in a complete package. In this case, the advertiser supplies the samples already sealed into the pouch-bags.

Rates

To discuss acceptable guidelines and rates for any of these advertising products please consult your Advertising Sales Representative.

Pricing varies depending on the options you choose.

LOCAL COMMUNITY VALUES (LCV)

LCV combines preprinted inserts in The Times with insert distribution to non-subscriber households throughout our market area. Your insert in The Times can appear on Wednesday, Friday or Sunday and includes added distribution through the Daily Breeze, while non-subscriber distribution is mid-week in the mail.

Print & Deliver

Ad design and printing are also available at attractive rates.

LCV Wrap Program

The Times has a 4-page, full-color, midweek multi-advertiser wrap and a 4-page, full-color, Friday multi-advertiser wrap. Please contact your Advertising Sales Representative for details.

Charges:

LCV charges are determined by the weight of the insert.

Preprinted Insert Rates

To discuss acceptable guidelines and rates for any of these advertising opportunities, please contact your Advertising Sales Representative.

Pricing varies depending on the size of the sample, the circulation volume and the packaging option you choose.

MINIMUM SIZES & POSITIONING

Southern California Edition

3 Classified lines: For straight Classified and 5 inches for Classified Display.

Multiple columns: Minimum is 2 columns by 3 inches. 3, 4, and 5 column advertisements must be as many inches deep as number of columns wide. 6, 7, 8, 9 and 10 column ads must be at least 5 inches deep.

Positioning: Multiple column straight Classified ads 15" deep or larger will be positioned at the top of the page in Classification and keyword order.

Classified display and multiple column straight classified ads less than 15" deep are positioned on the same page, or on an adjacent page, with single column straight classified ads as near as possible to the appropriate classification or keyword group. However, no position can be guaranteed.

Classified display and multiple column straight classified ads less than 15" deep are placed in the same columns with single column straight classified ads with the same classification and keyword group. However, no position can be guaranteed.

Positioning of full page ads in the Classified section is on an advance reservation basis. Consult your Advertising Sales Representative for space reservations and policies.

BORDERS, ILLUSTRATIONS & LOGOS

1. Borders are not acceptable around either single or multiple column advertisements in Transportation straight Classified. Illustrations, borders and type designs are permissible only in Classified Display. Unusually heavy borders are not permitted.
2. Logos may be used in both single and multiple column ads in straight Classified and Classified Display ads.
3. Bold type is not available with Transportation classifications.

In a straight Classified ad, logos may not exceed 50% of the total space of the advertisement, with a maximum size of 2 inches per full column. Full reverse logos are acceptable.

TYPE ORNAMENTS-IN STRAIGHT CLASSIFIED

Dots, stars and checks or other ornaments up to 42 point may be used in an ad of any size under the following conditions: Ornaments may not be used to form a border, or any portion of a border, and must be presented in a tasteful manner.

BASIS OF CHARGES

1. The Southern California Classified Section and all Regional Circulation Editions are produced in Classified column format.
Line rates published in this rate book apply to advertising set in Classified column format.
Charges for single column straight Classified advertising are based on computer-generated line counts, approximately 14 lines to the inch. Space taken by logos, white space and large type is billed in equivalents of Classified lines (a 10- point line is billed as 2 lines, a 14-point line as 3 lines, etc.).
Also charged in equivalents of Classified lines are Classified Display, Multiple-Column Classified and Legal Classified ads.
2. Display advertising and editorially-supported Classified Special Sections are produced in a wider column format. Classified advertising set in a wider column format is billed in per column inch units. Contact your Advertising Sales Representative for special section advertising rates.
3. A standard-size full page advertisement for a single advertiser, published in any Los Angeles Times Classified section, (Classified or Display format) is billed at 2,400 lines or 129 inches in Display. A double truck is billed at 5,100 or 279.5 inches in Display. This includes a charge for the gutter.
4. A tabloid-size full page advertisement for a single advertiser published in any Los Angeles Times Classified section (Display format) is billed at 57.5 inches in Display. A tabloid double truck is billed at 126.5 inches in Display. This includes a charge for the gutter.

CLASSIFIED CANCELLATIONS

Cancellation orders are numbered and these numbers are given to advertisers as a receipt of cancellation. No adjustment of charges can be made on a disputed cancellation order without this number. If an advertisement has not yet appeared for the first time, The Times will make every effort to cancel, but cannot guarantee to cancel an ad before publication.

CONSECUTIVE INSERTION RATES

- All consecutive insertion rates are based on consecutive publishing days.
- Orders which omit any publishing day are not considered consecutive and are processed as individual orders and billed at the applicable rate.
- If an order is canceled, the ad is billed at the line rate earned, not the line rate ordered.

STANDARD R.O.P. ADVERTISING UNITS

The number of columns in width by the depth in inches is the ad designation.

	1x21"	2x21"	3x21"	4x21"	5x21"	Full-page 6x21.5"	
	1x18"	2x18"	3x18"	4x18"	5x18"	6x18"	
	1x15.75"	2x15.75"	3x15.75"	4x15.75"	5x15.75"	6x15.75"	
	1x14"	2x14"	3x14"	4x14"	5x14"	6x14"	
DEPTH IN INCHES	1x10.5"	2x10.5"	3x10.5"	4x10.5"	5x10.5"	6x10.5"	
	1x7"	2x7"	3x7"	4x7"	5x7"	6x7"	
	1x5.25"	2x5.25"	3x5.25"	4x5.25"			
	1x3.5"	2x3.5"				6x3.5"	
	1x2"	2x2"					
	1x1"						
		1-13/16"	3-3/4"	5-11/16"	7-5/8"	9-9/16"	11-1/2"
		WIDTH IN INCHES					

Double Trucks: 12.5 columns, available in 21.5" and 10.5" depths in Standard sections; 10.5 columns by 11.5" depth in Tabloid sections.
For information on Tabloid modular sizes, please contact your sales representative.

MECHANICAL SPECIFICATIONS

Ad Size – Guidelines and Mechanical Specifications

ROP Ad Sizes

- Ads are measured in column inches. One column inch is one column wide by one inch deep. See table below for column widths and minimum and maximum ad depths.
- All Display Editions and Sections are produced in L.A. Times Ad unit column format. In addition to LATAU sizes, The Times accepts non-modular sizes at a surcharge.
- Standard (broadsheet) pages follow a six-column format. Tabloid pages follow a five-column format.
- Standard double truck – 12.5 columns (23 7/8") wide; 10-1/2" minimum depth. Tabloid double truck – 10.5 columns (20-9/16") wide; 11.5" deep.
- Minimum ad depths as shown on chart below.
- For information on how to send digital ads files, please log on to www.latimes.com/ads/dasweb.
- Electronic tearsheets are available as proof of publication at <http://tearsheets.latimes.com>. To access the eTearsheet website please contact etearhelp@latimes.com or call 1-800-528-4637 ext. 38327 for user identification and password.

Columns Wide	One	Two	Three	Four	Five	Six
Inches Wide	1-13/16"	3-3/4"	5-11/16"	7-5/8"	9-9/16"	11-1/2"
Inches Deep						
Minimum*	1"	2"	5.25"	5.25"	7"	7"***
Max.-tabloid	11.5"	11.5"	11.5"	11.5"	11.5"	
Max.-broadsheet	21"	21"	21"	21"	21"	21.5"****

* Minimum sizes are based on modular sizing. See page 10 for acceptable modular sizes.

** Except a strip ad at 6 x 3.5 inches.

*** Full page only.

Classified 10-Column Format

The Southern California Circulation Classified section and all Regional Circulation Editions are produced in Classified column format.

Columns	One	Two	Three	Four	Five
Col. Width	1-1/16"	2-1/4"	3-3/8"	4-9/16"	5-11/16"
Columns	6"	7"	8"	9"	10"
Col. Width	6-7/8"	8"	9-3/16"	10-3/8"	11-1/2"

- Classified column depth is 21-1/2".
- Classified column is approximately 300 lines.
- An island advertisement is 6 columns x 8-1/2". *Subject to availability.*
- Classified page contains approximately 3,000 lines.

Standard Double Truck

- 21 columns wide or 23-7/8".

FULL CIRCULATION DEADLINES

Deadlines are based on a standard business week, excluding weekends and holidays.

DAILY EDITIONS AND SECTIONS

	SPACE	ARTSET MATERIALS (Schedule required for proofs)			DIGITAL FILES (No proofs provided)
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	REMOTE DELIVERY
MAIN NEWS, CA. SPORTS & BUS.	12 noon, 2 days prior to pub. date	12 noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date
CALENDAR (EXCEPT THURSDAY)	12 noon, 2 days prior to pub. date	12 noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date
MONDAY HEALTH	12 noon, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
WEDNESDAY FOOD	3 pm, Thurs. (previous week)	12 noon, Fri. (previous week)	5 pm, Fri.	6 pm, Mon. prior to pub. date	10 am, Tues.
CALENDAR WEEKEND (THURS.) DIRECTORIES	2 pm, Mon. 12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
THURSDAY HOME	9 am, Tue. 12 noon, Mon.	12 noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date
CLASSIFIED	12 noon, 1 day prior to pub. date	6 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	12 noon, 1 day prior to pub. date	10 am, 1 day prior to pub. date

SUNDAY EDITIONS AND SECTIONS

	SPACE	ARTSET MATERIALS (Schedule required for proofs)			DIGITAL FILES (No proofs provided)
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	REMOTE DELIVERY
MAIN NEWS, CA. SPORTS & BUS.	12 noon, Thurs.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
CALENDAR	11 am, Tues.	12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	12 noon, Wed.
TRAVEL	11 am, Mon.	12 noon, Fri. 9 days	5 pm, Fri. 9 days prior to pub. date	12 noon, Mon. prior to pub. date	9 am, Tues.
REAL ESTATE	11 am, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
BOOK REVIEW	11 am, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
CURRENT	3 pm, Mon.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
CLASSIFIED	5 pm, Fri.	6 pm, Wed.	6 pm, Thurs.	3 pm, Fri.	3 pm, Fri.