

2007 RATES

Auto Manufacturer

Dealer Associations

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

PERSONNEL

Publisher and Chief Executive Officer
David Hiller

Sr. Vice President of Advertising
Dave Murphy (213) 237-2973

Vice President of Classified Advertising
David Walsh (213) 237-6101

Manager - Automotive Advertising
Tom Vento (213) 237-6111

Import Manufacturer / Dealer Association
Anne Cova (213) 237-6186

Domestic Manufacturer / Dealer Association
Chuck Prest (213) 237-3132

TRIBUNE MEDIA NET

Tribune Media Net offers penetration in 24 key U.S. markets and, combined, these media properties reach nearly 80% of U.S. households every day. Tribune offers cross-media properties including 14 daily newspapers (3 Spanish), 26 television stations, and websites in 20 of the nation's top 30 markets. Extend your reach in the top 3 markets with a combination of Tribune newspapers, TV stations, and websites.

NEW YORK

2 Park Avenue,
8th Floor
New York, NY 10016
Phone: (212) 448-2600
Fax: (212) 448-2629

CHICAGO (Tribune office)

435 N. Michigan Avenue,
Suite 200
Chicago, IL 60611
Phone: (312) 222-3232
Fax: (312) 222-5719
Phone: (312) 527-8118
Fax: (312) 527-8117

LOS ANGELES

202 West First Street
Los Angeles, CA 90012
Phone: (213) 237-2135
Fax: (213) 237-6174

ATLANTA

2839 Paces Ferry Road, #1105
Atlanta, GA 30339
Phone: (770) 433-9554
Fax: (770) 433-1927

DETROIT

19500 Victor Parkway,
Suite 100
Livonia, MI 48152
Phone: (734) 464-6500
Fax: (734) 464-7188

SAN FRANCISCO

111 Pine Street, Suite 1400
San Francisco, CA 94111
Phone: (415) 693-5600
Fax: (415) 391-4992

FLORIDA

3107 Stirling Road,
Suite 205
Fort Lauderdale, FL 33312-6526
Phone: (954) 989-8833
Fax: (954) 963-3395

DALLAS

12900 Preston Road, Suite 615
Dallas, Texas 75230
Phone: (972) 789-6920
Fax: (972) 239-2737

RATES IN THIS BOOK APPLY TO:

Rates effective January 1, 2007 - Display/Classified Advertising.

Rates in this book are commissionable at 15% whenever such advertising is billed directly to an accredited advertising agency. Supplement to Display and Classified Advertising Rate Books. Previous rate schedules are hereby cancelled.

Please consult your Advertising Sales Representative for further information regarding products, rates, policies and specifications.

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AUTOMOTIVE MANUFACTURERS AND THEIR DEALER ASSOCIATIONS

Full Circulation Black & White Advertising Rates- (Commissionable)

RATES – PER INCH, ROP/CLASSIFIED

Based on Modular sizes, see page 5. All Non-Modular Ad sizes will be charged a 10% surcharge.

Includes ad in Print to Web area on latimes.com for 7 days, see page 3.

| Total Gross Revenue | | | | | | | | | |
|---------------------|--------|-------|-------------|-------------|--------|----------|-------------|-------------|----------|
| Commitment | Sunday | Daily | 1st Pick-up | 2nd Pick-up | Sunday | Daily | 1st Pick-up | 2nd Pick-up | Sunday |
| Open Rates | | \$597 | \$332 | \$231 | \$796 | \$57,689 | \$24,304 | \$20,818 | \$76,917 |
| \$ 250,000 | | 579 | 319 | 223 | 766 | 56,042 | 23,377 | 20,169 | 74,174 |
| 500,000 | | 562 | 314 | 217 | 744 | 54,395 | 22,971 | 19,513 | 71,977 |
| 1,000,000 | | 527 | 293 | 205 | 698 | 50,966 | 21,525 | 18,420 | 67,595 |
| 1,500,000 | | 497 | 277 | 195 | 662 | 48,114 | 20,323 | 17,529 | 63,970 |
| 2,000,000 | | 469 | 261 | 184 | 624 | 45,335 | 19,150 | 16,662 | 60,441 |
| 2,500,000 | | 458 | 255 | 178 | 609 | 44,291 | 18,723 | 16,039 | 58,879 |
| 3,000,000 | | 448 | 250 | 172 | 593 | 43,251 | 18,302 | 15,425 | 57,318 |
| 4,000,000 | | 430 | 237 | 164 | 570 | 41,684 | 17,381 | 14,809 | 55,233 |
| 5,000,000 | | 420 | 231 | 164 | 560 | 40,645 | 16,930 | 14,809 | 54,189 |
| 7,500,000 | | 404 | 226 | 157 | 539 | 39,083 | 16,544 | 14,190 | 52,105 |

Pick-up rates are subject to availability on Fridays and contract provisions.

Pick-up ads must run within 6 days of the base ad. Sunday insertions must be at full price.

ADVERTISING CHARGES

On a standard-size page, advertisements over 18 inches in depth will be billed as 21-1/2 inches.

Full Circulation Black & White Advertising Rates- (Commissionable)

FULL PAGE RATES, ROP/CLASSIFIED

COLOR RATES (Commissionable)

Add the prices listed below to black and white costs.

Up To One Standard Size Page

| | Spot Color | Four Color |
|-----------------------------|------------|------------|
| Full Run Circulation | | |
| Daily | \$7,956 | \$9,744 |
| Sunday | 9,221 | 11,419 |

Standard Double Truck

Standard size double truck is charged as 279.50 inches.

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

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. Distributed in Full Circulation.
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 Los Angeles Times Magazine Rate book.

DISTINCTION

DISTINCTION is a smart, different luxury magazine with real content and real substance. Written for people of real affluence, influence and accomplishment. DISTINCTION readers are not "aspirational" - - on the outside looking in on the world of celebrity. Quite the contrary, DISTINCTION readers are real contributors to Los Angeles. In business. And the arts. In architecture. Fashion and beauty. In sciences and philanthropy.

DISTINCTION is about the people and not just the prestige. The soul and not just the celebrity. Created by L.A.'s best writers and photographers to capture the attention of the truly affluent, DISTINCTION targets luxury minded individuals with home values of at least \$2,000,000.

85,000 copies delivered to the most affluent people in Los Angeles and Orange Counties with 5,500 additional copies at high visibility newsstands. Additionally, 7,500 copies are distributed at select promotional events, hotels, spas along with upscale retail boutiques.

Contact your Advertising Sales representative for more information.

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.

Contact your Advertising Sales Representative for more information.

MULTIMEDIA

Multimedia opportunities are available with latimes.com and/or our television partner, KTLA. Please ask your sales representative for more information.

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.

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 <small>(Schedule required for proofs)</small> | | | DIGITAL FILES <small>(No proofs provided)</small> |
|---|------------------------------------|---|---------------------------------|-----------------------------------|--|
| | | 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 <small>(EXCEPT THURSDAY)</small> | 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 <small>(Schedule required for proofs)</small> | | | DIGITAL FILES <small>(No proofs provided)</small> |
|---|-----------------|---|--------------------------------------|----------------------------------|--|
| | | 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. |

For Advertising Terms and Conditions please refer to the web at <http://www.latimes.com/extras/ads/pdf/terms.pdf>.