

2007 RATES

# Classified

Merchandise & Services  
Business to Business  
Business & Investment Opportunities  
Legal Notices  
Bereavement Announcements  
Ticket Center

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

**PERSONNEL**

Publisher and Chief Executive Officer  
Daivd Hiller

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

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

Advertising Sales Manager  
Ana Ochoa (213) 237-7279

Manager, Merchandise Advertising  
Noni Tate (213) 237-7284

**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 website 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 website.

**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 effective January 1, 2007.**

Pertains to Classified or Classified Display advertising in all Southern California Full Circulation Editions, unless otherwise noted.

All previous rate schedules are hereby canceled.

**RATES IN THIS BOOK APPLY TO:**

Classified advertisements except Employment, Rental, Automotive, Real Estate, and Southern California Classified Special Editions. Rates apply to a single ad billed directly to an individual advertiser featuring multiple outlets if all outlets are owned by the same individual advertiser. Classified rates are non-commissionable and net.

**CONTENTS**

Classified Rates Applicability ..... 1  
 Classified Rates ..... 2  
 Business & Investment Opportunities Rates ..... 2  
 Legal Advertising Rates ..... 2  
 Bereavement Announcements Rates ..... 2  
 Ticket Center Rates ..... 2  
 Southern California Classified Special Edition ..... 2  
 Color Rates ..... 2  
 Superzones ..... 3  
 Classified Display ..... 3  
 Minimum Sizes & Positioning ..... 3  
 Advertiser Services ..... 4  
 Basis of Charges ..... 4  
 Modular Sizing Chart ..... 5  
 Production Specifications ..... 5  
 R.O.P. and Classified Southern California Deadlines ..... 6

**CONSECUTIVE INSERTION RATES**

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

**CLASSIFIED ADVERTISING**

<b>Open Rates</b> (3 Line Minimum)	Weekday and Sunday
Per line per day 1, 2, or 3 consecutive days	\$40.00
Per line per day 4 to 7 consecutive days	17.00
Per line per day 8+ consecutive days	14.90

**BUSINESS & INVESTMENT OPPORTUNITIES ADVERTISING**

The classified advertising open rates above apply to all Business Opportunities and Investment Opportunities Advertising.

**LEGAL ADVERTISING**

The Los Angeles Times is adjudicated as a newspaper of general circulation for legal advertising only in the city of Los Angeles and in Los Angeles County. Regional editions and sections are not so adjudicated.

Advertisements appearing in legal classifications 2625, 2635, and 2640 in Southern California are billed at Legal Advertising rates and require a minimum of 3 lines. All legal advertising is printed in 6-point type (or larger if ordered). Charges are based on computer-generated line counts and ads are billed in equivalents of Classified lines. The required number of publishing days for most legal advertisements is determined by law.

**Bids Wanted, Environmental Public Notices, and Legal Notices (Classifications 2625, 2635, and 2640)**

3 Line Minimum	Weekday and Sunday
Per line per day 1 to 7 days	\$17.00
Per line per day 8+ days	14.90

**DBA (Business Names), Private Party Summons, Divorce, Child Adoption/Custody, Change of Name, and Probate**

	Monday - Friday	Saturday	Sunday
Per line per day	\$1.05	\$1.15	\$1.50

Legal Advertising Contact  
Ext. 77456  
Fax. 213-237-6778

**BEREAVEMENT ANNOUNCEMENTS**

Funeral Notices, Funeral Services advertising, and related classifications appear in California or Classified section of the paper. Bereavement advertising when printed in 6-point type (or larger if ordered) will be charged based on computer generated line counts and ads are billed in equivalents of classified lines. Classifications as noted are published in 6-point type.

**Funeral Announcements, Funeral Notices, and In Memoriam**

<b>Open Rates</b>	Weekday and Sunday
Classified per line per day	\$8.20
Display per line per day	9.00

**Cremation Services, Funeral Directors, and Related Services**

3 Line Minimum	Weekday and Sunday
Open rate per line per day	\$8.20
Per line per day 8+ days	7.65

Bereavement Announcements Advertising Contact  
Ms. Ryan ext. 77241 or Ms. Smith ext. 77242  
Fax. 213-237-6397

**TICKET CENTER ADVERTISING**

<b>Open Rates</b> (3 Line Minimum)	Weekday and Sunday
Per line per day 4 to 7 consecutive days	\$8.00
Per line per day 8+ days	7.00

**SO. CAL. CLASSIFIED SPECIAL EDITION**

These Classified Special Editions are heavily promoted by The Times and feature a major reader contest to generate additional readership and advertising results.

Classified New Year's Special Edition: January 8, 2006  
Classified Spring Special Edition: TBD  
Classified Summer Special Edition: TBD

Dates are subject to change without notice. Please call your representative for more details.

**COLOR RATES**

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

**Up To One Standard Size Page**

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

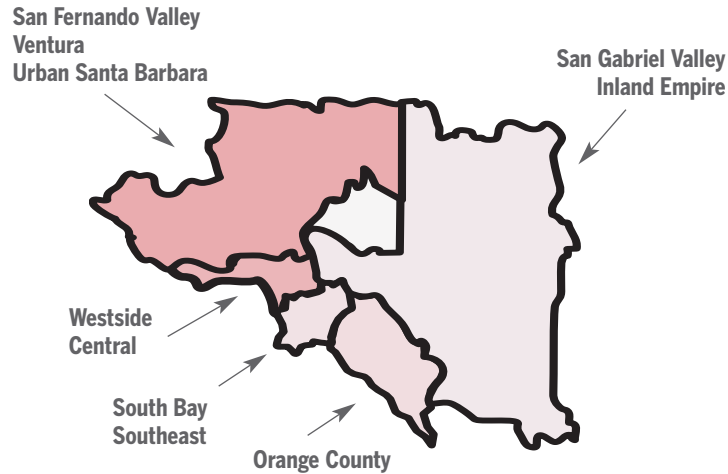
**Standard Double Truck**

Standard size double truck is charged as 279.50 inches.

- Please see [www.latimes.com/ads](http://www.latimes.com/ads) for our comprehensive Production Guidelines book.

**SUPERZONES**

Southern California distribution has been divided into geographic marketing areas to better accommodate the demographics of this large metropolis, limited to certain classifications and advertisers. Ask your Advertising Sales Representative for qualification and program to best reach your target audience.



**Five Superzones:**

San Fernando Valley / Ventura / Urban Santa Barbara  
 Weekday circulation: 188,873  
 Saturday circulation: 220,977  
 Sunday circulation: 274,351

San Gabriel Valley / Inland Empire  
 Weekday circulation: 180,142  
 Saturday circulation: 239,638  
 Sunday circulation: 291,217

Westside / Central  
 Weekday circulation: 205,717  
 Saturday circulation: 227,886  
 Sunday circulation: 261,147

Orange County  
 Weekday circulation: 145,073  
 Saturday circulation: 176,475  
 Sunday circulation: 211,743

South Bay / Southeast  
 Weekday circulation: 167,619  
 Saturday circulation: 195,149  
 Sunday circulation: 239,101

Source: Los Angeles Times Circulation Research. Estimates based on one-day counts from Los Angeles Times 2005 Audit Bureau of Circulations dates. Weekday=Tuesday.

**CLASSIFIED DISPLAY**

Copy deadlines are 24 hours prior to the regular Regional edition straight Classified deadlines. If a proof is desired, allow an additional 24 hours. Cancellation deadlines are the same as Regional straight Classified deadlines above.

**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 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 available in all classifications except Automotive at an additional charge. Consult your Advertiser Sales Representative for minimum sizes and charges.

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.

## ADVERTISER SERVICES

### Times Box Numbers Address

Advertisers using Times box numbers in their advertisements will be charged \$125 per order. When one advertisement is replaced by a different one or reordered, a new box number is assigned. Each time a new box number is assigned, \$125 is charged.

To ensure that responses are forwarded correctly, box numbers are issued for the exclusive use of one advertisement and replies are mailed for 30 days. If the same advertisement is re-ordered for more than 30 consecutive days, the box number is changed. Replies to a box number may be called for or will be mailed Monday through Friday. Allow one line for a box number address. Box charge in Orange County or San Fernando is \$50.

### Advertising Operations

This all-in-one department for advertisers is responsible for the processing of all advertising materials. The Times offers pick-up and/or delivery of ad proofs, artwork, ad copy, and payments.

### Creative Services

This in-house creative agency consists of designers, copywriters, and photographers who develop print and interactive collateral and presentation material for the Times' sales and marketing departments, design advertorial-style advertising supplements, and produce ad campaigns.

### Digital Delivery of Ads

As an advertiser of the Los Angeles Times, you may submit your ad electronically. There are several ways to do this: on disk, via the Los Angeles Times Bulletin Board System, or via a third party vendor. The advantages of digital transmission are that you have greater control over the ad, and that reproduction quality is improved.

For information please log on to [www.latimes.com/ads/dasweb](http://www.latimes.com/ads/dasweb).

### Marketing

Advertisers can use this department's extensive expertise for a variety of services, from planning marketing strategy and coordinating essential information to high-impact marketing opportunities. Our staff conducts primary research, accesses secondary media and marketing databases, and has particular expertise in helping businesses understand the Southern California market. Provocative marketing options to help you achieve your business goals include: speakers, seminars and workshops, event co-sponsorship, trade show marketing, customized events, television, Cable and movie tie-ins, celebrity appearances, and other cross-category co-promotions. Consult your Advertising Sales Representative to discuss the many possibilities.

## BASIS OF CHARGES

1. The Southern California Classified Section and all Partial 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. Vital Notices are set in a 6-point line.
2. Display advertising and editorially-supported Classified Special Sections are produced in a wider SAU (Standard Advertising Units) column format. Classified advertising set in a wider column SAU format is billed in 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 SAU format) is billed at 2,400 display lines. A double truck is billed at 5,100 lines. 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 (Classified or SAU format) is billed at 1,092 lines. A tabloid double truck is billed at 2,345 lines. This includes a charge for the gutter.

## 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 cancellation number. If an advertisement has not yet appeared for the first time, The Times will endeavor to cancel, but cannot guarantee to cancel an ad before publication.

## 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"
		<b>WIDTH IN INCHES</b>					

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](http://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](mailto:etearhelp@latimes.com) or call 1-800-528-4637 ext. 38327 for user identification and password.

Columns Wide	One	Two	Three	Four	Five	Six
<b>Inches Wide</b>	1-13/16"	3-3/4"	5-11/16"	7-5/8"	9-9/16"	11-1/2"
<b>Inches Deep</b>						
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
<b>Col. Width</b>	1-1/16"	2-1/4"	3-3/8"	4-9/16"	5-11/16"
<b>Columns</b>	6"	7"	8"	9"	10"
<b>Col. Width</b>	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			DIGITAL FILES
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	(No proofs provided) REMOTE DELIVERY
<b>MAIN NEWS, CA. SPORTS &amp; BUS.</b>	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
<b>CALENDAR (EXCEPT THURSDAY)</b>	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
<b>MONDAY HEALTH</b>	12 noon, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>WEDNESDAY FOOD</b>	3 pm, Thurs. (previous week)	12 noon, Fri. (previous week)	5 pm, Fri.	6 pm, Mon. prior to pub. date	10 am, Tues.
<b>CALENDAR WEEKEND (THURS.) DIRECTORIES</b>	2 pm, Mon. 12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
<b>THURSDAY HOME</b>	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
<b>CLASSIFIED</b>	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			DIGITAL FILES
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	(No proofs provided) REMOTE DELIVERY
<b>MAIN NEWS, CA. SPORTS &amp; BUS.</b>	12 noon, Thurs.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>CALENDAR</b>	11 am, Tues.	12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	12 noon, Wed.
<b>TRAVEL</b>	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.
<b>REAL ESTATE</b>	11 am, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>BOOK REVIEW</b>	11 am, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
<b>CURRENT</b>	3 pm, Mon.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>CLASSIFIED</b>	5 pm, Fri.	6 pm, Wed.	6 pm, Thurs.	3 pm, Fri.	3 pm, Fri.