

2007 RATES

# Entertainment

Live Entertainment  
Theme Parks  
Sports Teams & Arenas  
Music Labels  
Book Publishers

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

## PERSONNEL

*Publisher and Chief Executive Officer*  
David Hiller

*Senior Vice President of Advertising*  
Dave Murphy (213) 237-2973

*VP of Entertainment*  
Lynne Segall (213) 237-5250

*Manager- Media Advertising*  
Lisa Zeni (213) 237-3120

## 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

## CONTENTS

Personnel .....	1
Entertainment Black & White Rates .....	2
Entertainment Color Rates .....	2
Discounts .....	2
Music Labels Black & White Rates .....	2
Music Labels Color Rates .....	2
Book Publishers Black & White Rates .....	3
Book Publishers Color Rates .....	3
Book Publishers Discount Opportunities .....	3
The Book Mark .....	3
Specifications - Book Review .....	3
Sunday Calendar .....	3
Latimes.com .....	3
Sunday Color Comics .....	3
Los Angeles Times Magazine .....	4
Southern California Edition TV Times .....	4
Preprints & Related Products .....	4
Modular Sizing Chart .....	4-5
ROP Production Specifications .....	5
ROP Circulation Deadlines .....	6

## ENTERTAINMENT DISPLAY ADVERTISING

Rates effective January 1, 2007.

### Non-Commissionable

### RATES APPLY TO:

Live Stage, Concert Venues, Entertainment Centers, Concert Promoters, Theme Parks, Ticket Brokers or any entertainment event, whether or not admission is charged. Sports Arenas, Sporting Teams, Trade Shows, Conventions and other related sporting events.

### SOUTHERN CALIFORNIA CIRCULATION BLACK AND WHITE RATES\*

	<u>Daily per inch</u>	<u>Sunday per inch</u>
Open Contracts Pages	\$509	\$678
1/2 page	\$430	\$541
1	414	524
2	403	508
5	360	449
10	350	438
15	340	425
20	334	419
25	327	414
30	318	408
40	308	397
60	281	362

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

\* Based on Modular sizes, pages 4-5. All Non-Modular Ad sizes will be charged a 10% surcharge. A standard full page is 129 inches.

Standard size double truck is charged as 279.50 inches.

## COLOR RATES

### Non-Commissionable

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

#### Up To One Standard Size Page\*

<b>Southern California Circulation</b>	<b>Four Color</b>
Daily	\$7,730
Sunday	\$9,010

\* Or tabloid double truck.

## ENTERTAINMENT DISCOUNTS

### Applies To:

Live Stage, Concert Venues, Entertainment Centers, Concert Promoters, Theme Parks, Ticket Brokers or any entertainment event, whether or not admission is charged.

### Weekday Discounts

Pick up your ad on any weekday (Monday - Saturday), and receive a 50% discount. Must be the same ad, same size.

### Sunday Calendar Discounts

<u>Ad Size</u>	<u>Discount</u>
129" (Full Page)	50% off contract rate
31.5" (1/4 page) or larger	35% off contract rate

All discounted ads qualify for contract fulfillment at 100% of volume.

## SPORTS DISCOUNTS

### Applies To:

Sports Arenas, Sporting Teams, Trade Shows, Conventions and other related sporting events. Additional ads picked up during a billing week (Monday through Sunday) before or after the highest full-priced ad receive a 25% discount. Must be the same ad. Discount ads apply to contract fulfillment at 75% of the volume.

## MUSIC LABEL ADVERTISING RATES

Rates effective January 1, 2007.

### APPLIES TO:

Music Labels (non-retailers).

## FULL CIRCULATION BLACK/WHITE RATES

### Commissionable - Modular Sizes\*

	<u>Daily per inch</u>	<u>Sunday per inch</u>
Open	\$404	\$468

\*Based on Modular sizes, pages 4-5.

All Non-Modular Ad sizes will be charged a 10% surcharge.

## COLOR RATES

### Commissionable

Add the prices listed below to black and white costs.

#### Up To One Standard Size Page\*

<b>Southern California Circulation</b>	<b>Four Color</b>
Daily	\$8,825
Sunday	10,000

\* Or tabloid double truck.

**BOOK PUBLISHER DISPLAY ADVERTISING RATES**

Rates effective January 1, 2007.

**Commissionable**

**THESE RATES APPLY TO:**

Book publishers, university press publishers, religious presses, and audio publishers.

**FULL CIRCULATION BLACK AND WHITE RATES\***

	Daily per inch	Sunday per inch	Book Review per inch
Open	\$499	\$610	\$258
Full Page	\$45,060	\$55,083	\$14,835

\*Based on Modular sizes, pages 4-5. All Non-Modular Ad sizes will be charged a 10% surcharge.

**COLOR RATES**

The 4-color rate is \$2,700 for up to one standard size page. Advertisers will usually be given advance notice, but this can't be guaranteed.

**DISCOUNT OPPORTUNITIES**

Promote a first-time author at a daily rate of \$414 per column inch. Discount not available for Sunday ads.

Pick up your ad and run it in another issue of the L.A. Times, including Book Review, during the billing week (Monday through Sunday) and receive a 35% discount. Must be the same ad.

**THE BOOK MARK**

A bannered directory featured prominently in the Sunday Los Angeles Times Book Review, The Book Mark is the perfect place to advertise books and everything associated with books and reading - including stores, events and related products.

Sunday: \$244 per inch  
Maximum ad size: 8 column inches

**SPECIFICATIONS - BOOK REVIEW**

1. Printing Process: offset photocomposition.
2. Tabloid Page Size: 5 columns wide by 11-1/2".
3. Make-up page size: 9-9/16" x 11-1/2".
4. 100 line - Black and White halftone screen.

**SUNDAY CALENDAR**

1. Printed offset.
2. Distributed to Full Circulation.
3. Rates: ROP Sunday space and color rates apply.
4. Closing Times: See "ROP Deadlines." Color copy: Monday, 5:00 pm.
5. Color is subject to availability.

**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.

**SUNDAY COLOR COMICS**

**Rates: Southern California Edition**

**(Non-Commissionable)**

**Space & Materials Deadline**

25 days prior (Wed.) at noon.

Frequency	Open	6 weeks	13 weeks
Spadea	\$55,723	\$52,942	\$50,264
Flysheets	53,560	50,779	47,998
Frequency	26 weeks	39 weeks	52 weeks
Spadea	44,599	39,655	35,123
Flysheets	42,333	37,389	32,960

All Spadea and Flysheet space applies toward fulfillment of ROP contract. There is no additional charge for color (Comic colors only). Additional charges will be made for production, stripping, and color separations. Special schedules will be created for customers submitting camera-ready materials and those requesting a proof. Contact your Advertising Sales Representative for these schedules.

## WEST MAGAZINE

West is as compelling as it is contemporary, as entertaining as it is eye-popping. As L.A.'s best-read magazine, this weekly publication provides advertisers a four color, powerfully written, highly visual environment, including weekly coverage of fashion, home & garden and entertainment. In addition, there are also twelve specially themed issues (e.g. Travel, Restaurants & Dining, and Fashion) throughout the year. Attracting over three million upscale, educated and motivated readers every Sunday, Los Angeles Times Magazine is the perfect choice for image advertising or for improving sales.

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 Ratebook.

## SOUTHERN CALIFORNIA EDITION TV TIMES

- Publishes Sunday.
- Printed offset.
- Trim Size: 8-5/8" x 10-7/8".
- 85-line screen.
- Digital files preferred.
- No fifth colors are available.
- Rates: Ask your Advertising Sales Representative for the TV Times Rate Book.

## PREPRINTS AND RELATED PRODUCTS

### PRODUCT DESCRIPTIONS

**Preprints:** Insert distribution is available on Thursday, 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., Wed., 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.

**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.

## STANDARD R.O.P. ADVERTISING UNITS

### Entertainment Modular Sizes/Standard calendar

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"	
DEPTH IN INCHES	1x14"	2x14"	3x14"	4x14"	5x14"	6x14"	
	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.

## TABLOID R.O.P. ADVERTISING UNITS

### Entertainment Modular Sizes/Tabloid calendar

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

	1x11.5"	2x11.5"	3x11.5"	4x11.5"	5x11.5"	
	1x9.5"	2x9.5"	3x9.5"	4x9.5"	5x9.5"	
	1x8"	2x8"	3x8"	4x8"	5x8"	
	1x7"	2x7"	3x7"	4x7"	5x7"	
DEPTH IN INCHES	1x6.25"	2x6.25"	3x6.25"	4x6.25"	5x6.25"	
					5x5.75"	
	1x5.25"	2x5.25"	3x5.25"	4x5.25"	5x5.25"	
	1x4.5"	2x4.5"	3x4.5"	4x4.5"		
	1x4"	2x4"	3x4"			
	1x3.5"	2x3.5"				
	1x3"	2x3"				
	1x2"	2x2"			5x2"	
	1x1"					
		1-13/16"	3-3/4"	5-11/16"	7-5/8"	9-9/16"
		WIDTH IN INCHES				

Double Trucks: 10.5 columns, available in 5.75" and 11.5" depths in Tabloid sections.

## MECHANICAL SPECIFICATIONS

### Ad Size – Guidelines and Mechanical Specifications

#### ROP Ad Sizes

1. 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.
2. 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.
3. Standard (broadsheet) pages follow a six-column format. Tabloid pages follow a five-column format.
4. 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.
5. Minimum ad depths as shown on chart below.
6. For information on how to send digital ads files, please log on to [www.latimes.com/ads/dasweb](http://www.latimes.com/ads/dasweb).
7. 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
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	4	4.5	5.25**	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.
- \*\* Except a strip ad at 6 x 3.5 inches (standard only).
- \*\*\* Except a strip ad at 5 x 2 inches (tabloid only).
- \*\*\*\* 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	1	2	3	4	5
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			DIGITAL FILES
		4 COLOR	(Schedule required for proofs) 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</b> (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
<b>MONDAY HEALTH</b>	12 noon, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>TUESDAY OUTDOORS ZONES</b>	9 am, Fri. 12 noon, Thurs.	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>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	(Schedule required for proofs) 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>OPINION</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.

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