

2007 RATES

# General

Co-op  
National Travel

**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

*Director of National Advertising*  
Brian Kokes (213) 237-3504

*Senior Manager- National Advertising*  
Lake Trout (213) 237-6152

*National Advertising Manager*  
Benjamin Zachariah (213) 237-5235

## TRIBUNE MEDIA NET

Tribune Media Net offers penetration in 24 key U.S. markets and, combined, these media properties reach over 80% of U.S. households every day. Tribune offers cross-media properties including 14 daily newspapers (3 Spanish), 23 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.

Enhance your advertising program to reach a combined circulation greater than any other national newspaper. Ask your Tribune Media Net Sales Representative on how you can take advantage of this combined strength.

### 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

### MIAMI

150 Southeast 2nd Avenue, Suite 1100  
Miami, FL 33131  
Phone: (305) 329-3140  
Fax: (305) 347-7980

### DALLAS

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

## RATES IN THIS BOOK APPLY TO:

### For General Rates:

- All manufacturers, distributors, brokers and wholesalers of products and services.
- All media including magazine, newspaper publishers, broadcast and cable content providers.
- Advertising agencies, clubs, associations and trade unions.
- Financial Institutions including Banks, Savings & Loans, Insurance, Thrifts, Brokers, Credit Cards, Mutual Funds, Mortgage Companies, Financial Notices, Title and Trust Companies, On-Line Financial and Financial Consultants.
- Corporate advertising.
- Technology advertising, which includes Technology Products, and Consumer Electronics Manufacturers.
- Governmental entities (CA, not Federal).
- Advocacy advertising.
- Election Proposition advertising, which applies to advertising for Election issues only, and not to advertising for the purpose of influencing public opinion (which would be advocacy). Advertisement must state "Paid Political Advertisement."
- Pharmaceuticals.
- Legal Advertising.

### For Travel Rates:

- Airlines, Rail, Cruise and Steamship Lines. Automobile Rental Companies. Hotels, Resorts and related advertising outside the State of California. Convention Bureaus and Tourism Boards outside the State of California. Travel Agents, Tour Operators and wholesalers.

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## GENERAL DISPLAY ADVERTISING

Rates effective January 1, 2007.

### Full Circulation- Black & White Rates

Total Gross Revenue Commitment	Daily per inch			Sunday per inch			
	Main/Business/Calendar	California/Sports	Features/Special Sections	Main/Business/Calendar	Real Estate	California/Sports	Features/Special Sections
Open	\$953	\$752	\$463	\$1,193	\$953	\$940	\$579
\$190,000	863	683	456	1,022	818	805	497
\$500,000	846	666	414	1,005	806	795	490
\$1,000,000	818	644	397	977	783	772	475
\$2,000,000	778	615	380	931	743	730	453

### Commissionable - Modular Sizes\*

\*Based on Modular sizes, see page 11. All Non-Modular Ad sizes will be charged a 10% surcharge. A standard full page is 129 inches. Includes ad in Print to Web area on latimes.com for 7 days, see page 5.

## COLOR RATES (Commissionable)

Add the prices listed below to black and white costs.

### UP TO ONE STANDARD SIZE PAGE

#### Full Run Circulation

Daily	\$11,025
Sunday	12,705

#### 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 Production Guidelines book.

## ADVERTISING ADVANTAGES

### Pick-up Discounts – Main News (Mon - Wed)-15%

### Business & Calendar (Mon - Sat)-15%

When a second additional same-size ad with the same ad copy is published on an additional weekday within the billing week, the second ad will receive a 15% discount. Base ad is higher priced ad.

## CO-OP DISPLAY ADVERTISING

To qualify for Co-op rates, advertising must contain dealer listings.

Categories eligible for the General Co-op rate include: Apparel, Appliances, Automotive Accessories, Building Supplies, Cameras, Computers, Consumer Electronics, Cosmetics, Toiletries, Fragrances, Food, Florists, Hardware, Health & Beauty Aids, Home Furnishings, Insurance, Jewelry, Lawn & Garden, Marine Equipment, Office Supplies and Equipment, Optical, Pool, Records and Tapes, Sewing Machines, Shoes, Pet Supplies, Sporting Goods and Toys.

Categories not eligible for the General Co-op rate include, but are not limited to, Automotive Dealer, Travel and Telecommunications.

Co-op advertising applies toward fulfillment of Los Angeles Times General Rate contracts.

### Full Circulation Black & White Co-op Rates

#### (Commissionable)

Please contact your Los Angeles Times representative for Co-op pricing.

## TRAVEL ADVERTISING

Rates effective January 1, 2007.

### Full Circulation- Black & White Rates

### Commissionable - Modular Sizes\*

Total Gross Revenue Commitment	Main/Calendar	Daily per inch			Sunday per inch		
		CA/Sports/Business	Features/Spcl Sec.	Main	Travel/Calendar	CA/Sports/Business	Features/Spcl Sections
Open	\$886	\$641	\$424	\$1,066	\$1,033	\$770	\$509
\$100,000	806	609	398	947	920	690	451
\$200,000	790	597	392	919	893	667	440
\$500,000	775	592	387	891	865	646	424
\$1,000,000	732	560	366	863	839	625	414
\$1,850,000	700	527	350	815	790	592	387
\$2,700,000	679	517	340	777	752	560	372
\$3,300,000	637	480	318	728	703	527	345

\*Based on Modular sizes, see page 11. All Non-Modular Ad sizes will be charged a 10% surcharge. A standard full page is 129 inches. Includes ad in Print to Web area on latimes.com for 7 days, see page 5.

If an ad placed by a tour operator, travel agent or travel Co-op advertiser includes more than 10 square inches from any single transportation, cruise line or hotel provider, the entire ad will be billed at the providers applicable contract rate.

## NATIONAL TRAVEL COLOR RATES

### Commissionable

Add the prices listed below to black and white costs.

#### Main News, Business

Full Circulation	
Daily	\$8,300
Sunday	9,300

#### Travel/All Other Sections

Full Circulation	
Daily	\$5,700
Sunday	6,300

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

## PREMIUM POSITIONS

While we will make every attempt to accommodate an advertiser's request, we will not guarantee a specific section. The only guaranteed positions are those in which an advertiser has purchased a premium position or an editorial adjacency. Please consult your Advertising Sales Representative for other information including information on frequency programs. Minimum ad sizes apply. Not All premium positions are available in all sections.

	Premium charge
Pages 2 and 3	25%
Pages 4 and 5	15%
Back Page of Section	10%
Other requested Position	10%

## ADVERTISING ADVANTAGES

Available to contract Advertisers.

**Pick-up Discounts: Main News (Mon-Wed)-40%**

**Main News (Thurs-Sat)-15%**

**Calendar (Mon-Sat)-40%**

Available for ads with the same ad copy, published on an additional weekday within the billing week. Base ad is higher priced ad.

## GENERAL PART RUN ADVERTISING RATES

### These Rates Apply To:

Banks, Savings & Loan Associations, and Mortgage & Insurance companies located in only one (1) Zone of the Los Angeles Times distribution area; Individual Local Insurance, Mortgage, Loan, Investment Brokers, Agents, Advocacy Advertising, Candidates for CA State Assembly, State Senate, U.S. Congressional Districts, City & County Elections and Initiatives.

### Black & White Rates

Commissionable - Modular Sizes\*

#### Distribution Areas:

San Fernando Valley/Ventura

Westside/South Bay/South East

San Gabriel Valley/Inland Empire

Rates Per Inch	Daily	Sunday
Open Rate	\$215	\$270
Contracts: Inches		
252 inches	\$188	\$231
Contracts: Frequency		
26x	\$105	\$130
52x	\$83	\$96

#### Orange County

Rates Per Inch	Daily	Sunday
Open Rate	\$205	\$257
Contracts: Inches		
252 inches	\$179	\$219
Contracts: Frequency		
26x	\$100	\$123
52x	\$79	\$91

## COLOR RATES (Commissionable)

Add the prices listed below to black and white costs.

Up to one standard size page.

Daily	\$1,155
Sunday	1,365

## SPLIT RUN (Commissionable)

A-B Daily and Sunday, Southern California Distribution. You may run two versions of the same ad to test various offers. A-B means every other newspaper printed on each press. Ads must be the same size, dimension, and product.

These charges are in addition to normal space and color changes.

	Minimum Size	Surcharge
Black & White	25 column inches	\$620
Color*	55 column inches	\$1,229

\*Color available for full distribution only.

## LATIMES.COM

latimes.com is the signature destination for reaching a high-quality audience with tremendous buying power as they consume the most trusted coverage of Los Angeles and the World.

For advertisers, a partnership with latimes.com means:

- Access to some of the most innovative and customized marketing solutions you'll find on the Web today
- Aligning your brand with all the award-winning journalism and other quality interactive content that has made the Los Angeles Times one of world's venerable media institutions
- Most importantly, helping you reach more of the right people

Welcome to our Media Kit and thank you for your interest in latimes.com, where a quality audience meets quality content. For more information, contact Local Sales Manager Terry McGovern at 213.473.2599 or at terry.mcgovern@latimes.com.

## TV TIMES Premium Advertising Opportunities

**Cover Wrap –** Be seen first with our exclusive, 4-color, high-quality glossy wrap stitched on the cover.

**Pop-Out –** Stand out with this 4-page insert that extends an extra 3/4" past the edge of the magazine.

**Back Cover –** Get the last word in for a week by taking advantage of its exclusive 7-day shelf life.

- Printed offset.
- Trim Size: 8" x 10".
- 85-line screen.
- Digital files preferred.
- No fifth colors are available.
- Rates and Ad sizes: Ask your Advertising Sales Representative for the TV Times Ratebook.

**GENERAL ADVERTISING**

**WEST MAGAZINE**

West, the Los Angeles Times' Sunday magazine, is hip, friendly, intelligent and plugged in to everything that makes Southern California shimmer with style and excitement.

Every week, 3.3 million readers turn to West magazine for humor, profiles, investigative articles and memoirs from renowned, world-class writers. Special issues of West focus on what Sunday readers are really into, such as Home Design, Travel, Fashion and Dining.

West truly is a unique advertising vehicle. It not only gives your advertising message the targeted context you want, it also captures the interests of the upscale, educated audience you need.

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 these dimensions.
4. Bleed Printing: Available in black and white and color.
5. For more information see the West Magazine Rate Book.

**FULL CIRCULATION FOUR COLOR RATES**

**Commissionable**

Frequency	Open	4 Times	12 Times
Full Page	\$46,020	\$44,200	\$37,388
4/5 Page	39,624	38,064	32,188
Junior Page	34,580	33,176	28,080
3/5 Page	31,824	30,576	25,792
1/2 Page	27,196	26,104	22,100
2/5 Page	24,856	23,920	20,176
1/3 Page	19,864	19,032	16,120
1/5 Page	14,716	14,196	11,960

Frequency	24 Times	36 Times
Full Page	\$32,604	\$26,520
4/5 Page	28,184	22,776
Junior Page	24,492	19,864
3/5 Page	22,672	18,304
1/2 Page	19,292	15,600
2/5 Page	17,000	14,352
1/3 Page	14,040	11,336
1/5 Page	10,504	8,528

For Black and White rates, please call your sales representative.  
For Co-op rates, use the 36x rate

**GENERAL ADVERTISING PREMIUM POSITIONS AND PRODUCTS**

**Premium Positions**

Four color, full pages only. Add premium to space costs.

Back Cover:	15% premium
Inside Front Cover:	15% premium
Inside Back Cover:	10% premium

Gatefolds (commissionable)	60# Coated Stock
4-page (front or back cover)	\$147,160
8-page (center)	\$209,768

**Polybags (commissionable)** \$150 cpm  
For availability call the Magazine Sales Manager at (213) 237-6134.

## 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. Product samples may also be distributed to Times subscribers. Ask your Advertising Sales representative for rates & specifications.

**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.

All Polybags, Outside Position products, and ads with high visibility must be submitted for advance Advertising Standards approval.

## GENERAL PREPRINT RATES

### National Spending Level

	Between	
K	Zero	250,000
J	250,000	499,999
I	500,000	749,999
H	750,000	999,999
G	1,000,000	1,499,999
F	1,500,000	1,999,999
E	2,000,000	2,499,999
D	2,500,000	2,999,999
C	3,000,000	3,999,999
B	4,000,000	6,999,999
A	7,000,000+	

## OUTSIDE POSITIONS

Add these charges to the Preprint Distribution rate.

Minimum Circulation is 100,000.

Minimum Size: 8 1/2" x 11".

Undersized pieces will be charged an additional fee of \$41 per thousand

COST PER THOUSAND PIECES	General	Commissionable
Full Home Delivery		\$77.00
Partial Circulation		\$112.00

## POLYBAG DISTRIBUTION RATES

Minimum Circulation is 100,000.

COST PER THOUSAND PIECES	General	Commissionable
Full Home Delivery		\$77.00
Partial Circulation		\$112.00

## GENERAL FULL-RUN PREPRINT RATES

### Paid Circulation - Los Angeles Times

### Volume Contract (Cost Per Thousand Pieces)

### Full-Run Rates- Commissionable

#### DAILY

Tab	Open	K	J	I	H	G	F	E	D	C	B	A
ss	\$	59.80	58.08	56.35	52.90	49.45	46.00	42.55	39.10	35.65	32.20	28.75
4	\$	65.55	63.83	62.10	58.65	55.20	51.75	48.30	44.85	41.40	37.95	34.50
8	\$	67.85	66.13	64.40	62.10	59.80	57.50	55.20	52.90	50.60	48.30	46.00
12	\$	73.60	71.88	70.15	67.85	65.55	63.25	60.95	58.65	56.35	54.05	51.75
16	\$	79.35	77.63	75.90	73.60	71.30	69.00	66.70	64.40	62.10	59.80	57.50
20	\$	81.65	81.36	79.35	77.34	75.33	73.31	71.30	69.29	67.28	65.26	63.25
24	\$	84.53	83.66	82.80	81.08	79.35	77.63	75.90	74.18	72.45	70.73	69.00
28	\$	90.28	89.41	88.55	86.83	85.10	83.38	81.65	79.93	78.20	76.48	74.75
32	\$	96.03	95.16	94.30	92.58	90.85	89.13	87.40	85.68	83.95	82.23	80.50
36	\$	101.78	100.91	100.05	98.33	96.60	94.88	93.15	91.43	89.70	87.98	86.25
40	\$	107.53	106.66	105.80	104.08	102.35	100.63	98.90	97.18	95.45	93.73	92.00

#### SUNDAY

Tab	Open	K	J	I	H	G	F	E	D	C	B	A
ss	\$	65.55	63.83	62.10	58.65	55.20	51.75	48.30	44.85	41.40	37.95	34.50
4	\$	71.30	69.58	67.85	64.40	60.95	57.50	54.05	50.60	47.15	43.70	40.25
8	\$	73.60	71.88	70.15	67.85	65.55	63.25	60.95	58.65	56.35	54.05	51.75
12	\$	79.35	77.63	75.90	73.60	71.30	69.00	66.70	64.40	62.10	59.80	57.50
16	\$	85.10	83.38	81.65	79.35	77.05	74.75	72.45	70.15	67.85	65.55	63.25
20	\$	87.40	87.11	85.10	83.09	81.08	79.06	77.05	75.04	73.03	71.01	69.00
24	\$	90.28	89.41	88.55	86.83	85.10	83.38	81.65	79.93	78.20	76.48	74.75
28	\$	96.03	95.16	94.30	92.58	90.85	89.13	87.40	85.68	83.95	82.23	80.50
32	\$	101.78	100.91	100.05	98.33	96.60	94.88	93.15	91.43	89.70	87.98	86.25
36	\$	107.53	106.66	105.80	104.08	102.35	100.63	98.90	97.18	95.45	93.73	92.00
40	\$	113.28	112.41	111.55	109.83	108.10	106.38	104.65	102.93	101.20	99.48	97.75

## SPECIFICATIONS & DELIVERY INSTRUCTIONS FOR PREPRINTS AND SHOPLOCAL/SHOPWISE

### Specifications

1. **Sizes**

Minimum size: 3"x 5"  
Maximum size: 11"x 12.5"

2. **Paper Stock**

Single sheets:  
70# card stock (.005) for sizes up to 8-1/2" x 11"  
70# bond for sizes greater than 8-1/2" x 11" up to 11" x 12.5".  
Four-page tabloid may be on 30# stock minimum.

**Note:** No guarantee of accuracy of insertion can be made if the material does not meet specifications.

3. Metal objects such as keys, coins, etc. attached to any page are not acceptable.
4. Die-cut inserts must be submitted in advance for approval.
5. Political advertising: Political copy must be identified "Political Advertisement" on each page. Consult your Advertising Sales Representative for more information.
6. Sections with or simulating editorial content must be identified "Advertising Supplement" on every page.

### Packing Requirements

1. All inserts must be tied in equal-count bundles approximately 4-6 inches in height, with 50, 100, 200, 500 or 1,000 to a bundle.
2. All inserts must not be tied.
3. Preprinted supplements may be brick-stacked on solid-base, non-returnable skids or pallets with four-way entry. If necessary to maintain product integrity, cards and single sheets may be packed in cartons. The cartons must be fully packed or well dunnaged internally. Cartons must be placed on skids. 4-inch minimum floor clearance required for skids. Maximum height: 5 feet. Maximum weight: 2,500 lbs.
4. A protective cover must be placed on the pallet before stacking, between layers, and on top of the stack before adding the skid top. This will help minimize dampness and curling of the sections. The skid top must be of wood or sturdy synthetic and of the same size as the base. The stacked product must not extend beyond the edges of the skid. Each pallet must be securely banded and plastic-wrapped, taking care not to damage the inserts.
5. Each skid should be of the same size and contain the same number of inserts (end of run pallet excepted).
6. Each skid must be marked with a skid flag that states printer's name and address, advertiser's name, newspaper's name, version name or number, insertion date, quantity in each skid, individual skid number of total number of skids, and total quantity in the shipment.
7. Every publication included in a shipment must be accompanied by its own bill of lading which states printers name and address, advertisers name, newspaper's name, version name or number and insertion date.

**Deadlines**

1. Ordering deadline, all inserts: 14 days prior to insertion date.
2. Delivery deadlines:

**For Sunday in-paper distribution -**  
Thursday, 10 days prior to insertion date.

**For Thursday in-paper distribution -**  
7 days prior to insertion date.

**For Friday in-paper distribution or non-subscriber distribution -**  
Thursday, 8 days prior to insertion date.

**Note:** Most orders have two insertion dates, one for in-paper distribution and one for non-subscriber distribution. Be sure to use the earlier date as your deadline guide.

**Delivery Instructions**

1. All Inserts for distribution should be delivered to:  
California Community News (CCN), 5091 4th Street, Irwindale, CA 91706  
Call (626) 472-5222 for delivery instructions and to secure a delivery time. Scheduled appointments must be made in advance.  
Receiving hours: 5 am to 7 pm Monday through Friday; Saturday, 7 am to 12 pm; closed Sunday.

**TOTAL MARKET COVERAGE (TMC)**

TMC 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 Friday a week.

**Print and Deliver**

Ad design and printing are also available at attractive rates.

**SHOPLOCAL / SHOPWISE**

**TMC Friday Wrap**

The Tuesday/Wednesday and Thursday/Friday Wrap is a four color, 4 page advertisement that “wraps” around preprinted inserts. The wrap features six display advertisement positions.

**Early Week:**

- Distributed on Tuesdays with L.A. Times, LANG Newspapers and USPS
- Remainder of USPS distributed on Wednesdays

**Late Week:**

- Distributed primarily on Thursdays by USPS
- Distributed on Fridays with L.A. Times, LANG Newspapers and remainder of USPS

**For 2006, ATZ level distribution available Tuesdays & Fridays only:**

- Now you can reach up to 4.9 million households of DMA, or 98% of the core\* L.A. DMA  
\*Core 406 selected Los Angeles Times ZIP-Codes in the 5 Los Angeles County Area.

**TOTAL MARKET COVERAGE GENERAL RATES**

**Non-Subscriber Distribution - Only**  
**Commissionable, Cost Per Thousand Pieces**  
**GENERAL TIMES DIRECT RATES**

Tab	Spending Levels											
	K	J	I	H	G	F	E	D	C	B	A	
Weigh Limit												
0.25	\$ 42.09	40.37	38.64	36.34	34.04	32.89	31.74	29.44	27.14	24.84	23.69	
0.26	44.59	42.86	41.14	38.84	36.54	35.39	34.24	31.94	29.64	27.34	26.19	
0.30	44.59	42.86	41.14	38.84	36.54	35.39	34.24	31.94	29.64	27.34	26.19	
0.35	47.08	45.35	43.63	41.33	39.03	37.88	36.73	34.43	32.13	29.83	28.68	
0.36	49.57	47.85	46.12	43.82	41.52	40.37	39.22	36.92	34.62	32.32	31.17	
0.40	49.57	47.85	46.12	43.82	41.52	40.37	39.22	36.92	34.62	32.32	31.17	
0.45	52.07	50.34	48.62	46.32	44.02	42.87	41.72	39.42	37.12	34.82	33.67	
0.50	54.56	52.83	51.11	48.81	46.51	45.36	44.21	41.91	39.61	37.31	36.16	
0.51	57.05	55.33	53.60	51.30	49.00	47.85	46.70	44.40	42.10	39.80	38.65	
0.55	57.05	55.33	53.60	51.30	49.00	47.85	46.70	44.40	42.10	39.80	38.65	
0.60	59.55	57.82	56.10	53.80	51.50	50.35	49.20	46.90	44.60	42.30	41.15	
0.61	62.04	60.32	58.59	56.29	53.99	52.84	51.69	49.39	47.09	44.79	43.64	
0.65	62.04	60.32	58.59	56.29	53.99	52.84	51.69	49.39	47.09	44.79	43.64	
0.70	64.53	62.81	61.08	58.78	56.48	55.33	54.18	51.88	49.58	47.28	46.13	
0.71	67.03	65.30	63.58	61.28	58.98	57.83	56.68	54.38	52.08	49.78	48.63	
0.75	67.03	65.30	63.58	61.28	58.98	57.83	56.68	54.38	52.08	49.78	48.63	
0.80	71.82	70.10	68.37	66.07	63.77	62.62	61.47	59.17	56.87	54.57	53.42	
0.81	74.31	72.59	70.86	68.56	66.26	65.11	63.96	61.66	59.36	57.06	55.91	
0.85	74.31	72.59	139.52	136.07	132.63	129.18	125.74	122.29	118.85	115.40	111.96	
0.90	76.81	75.08	73.36	71.06	68.76	67.61	66.46	64.16	61.86	59.56	58.41	
0.91	79.30	77.58	75.85	73.55	71.25	70.10	68.95	66.65	64.35	62.05	60.90	
0.95	79.30	77.58	75.85	73.55	71.25	70.10	68.95	66.65	64.35	62.05	60.90	
1.00	81.80	80.07	78.35	76.05	73.75	72.60	71.45	69.15	66.85	64.55	63.40	
1.05	86.59	84.86	83.14	80.84	78.54	77.39	76.24	73.94	71.64	69.34	68.19	
1.10	89.08	87.36	85.63	83.33	81.03	79.88	78.73	76.43	74.13	71.83	70.68	
1.15	91.58	89.85	88.13	85.83	83.53	82.38	81.23	78.93	76.63	74.33	73.18	
1.20	94.07	92.34	90.62	88.32	86.02	84.87	83.72	81.42	79.12	76.82	75.67	
1.25	96.56	94.84	93.11	90.81	88.51	87.36	86.21	83.91	81.61	79.31	78.16	
1.30	99.06	97.33	95.61	93.31	91.01	89.86	88.71	86.41	84.11	81.81	80.66	
1.35	101.55	99.83	98.10	95.80	93.50	92.35	91.20	88.90	86.60	84.30	83.15	
1.40	104.04	102.32	100.59	98.29	95.99	94.84	93.69	91.39	89.09	86.79	85.64	
1.45	106.54	104.81	103.09	100.79	98.49	97.34	96.19	93.89	91.59	89.29	88.14	
1.50	109.03	107.31	105.58	103.28	100.98	99.83	98.68	96.38	94.08	91.78	90.63	
1.55	113.82	112.10	110.37	108.07	105.77	104.62	103.47	101.17	98.87	96.57	95.42	
1.60	116.32	114.59	112.87	110.57	108.27	107.12	105.97	103.67	101.37	99.07	97.92	
1.65	118.81	117.09	115.36	113.06	110.76	109.61	108.46	106.16	103.86	101.56	100.41	
1.70	121.31	119.58	117.86	115.56	113.26	112.11	110.96	108.66	106.36	104.06	102.91	
1.75	126.10	124.37	122.65	120.35	118.05	116.90	115.75	113.45	111.15	108.85	107.70	

**CONTINUE  
TOTAL MARKET COVERAGE GENERAL RATES**

**Non-Subscriber Distribution - Only  
Commissionable, Cost Per Thousand Pieces**

**GENERAL TIMES DIRECT RATES**

Tab	Spending Levels											
	K	J	I	H	G	F	E	D	C	B	A	
Weigh Limit												
1.80	128.59	126.87	125.14	122.84	120.54	119.39	118.24	115.94	113.64	111.34	110.19	
1.85	131.09	129.36	127.64	125.34	123.04	121.89	120.74	118.44	116.14	113.84	112.69	
1.90	134.73	133.00	131.28	128.98	126.68	125.53	124.38	122.08	119.78	117.48	116.33	
1.95	137.22	135.50	133.77	131.47	129.17	128.02	126.87	124.57	122.27	119.97	118.82	
2.00	139.72	137.99	136.27	133.97	131.67	130.52	129.37	127.07	124.77	122.47	121.32	
2.05	142.21	138.76	136.46	134.16	133.01	131.86	129.56	127.26	124.96	123.81	122.66	
2.10	144.70	141.25	138.95	136.65	135.50	134.35	132.05	129.75	127.45	126.30	125.15	
2.15	147.20	143.75	141.45	139.15	138.00	136.85	134.55	132.25	129.95	128.80	127.65	
2.20	149.69	146.24	143.94	141.64	140.49	139.34	137.04	134.74	132.44	131.29	130.14	
2.25	152.18	148.73	146.43	144.13	142.98	141.83	139.53	137.23	134.93	133.78	132.63	
2.30	154.68	151.23	148.93	146.63	145.48	144.33	142.03	139.73	137.43	136.28	135.13	
2.35	157.17	153.72	151.42	149.12	147.97	146.82	144.52	142.22	139.92	138.77	137.62	
2.40	159.67	156.22	153.92	151.62	150.47	149.32	147.02	144.72	142.42	141.27	140.12	
2.45	162.16	158.71	156.41	154.11	152.96	151.81	149.51	147.21	144.91	143.76	142.61	
2.50	164.65	161.20	158.90	156.60	155.45	154.30	152.00	149.70	147.40	146.25	145.10	

**SHOPLOCAL THURSDAY WRAP**

The Thursday ShopLocal Wrap is a four color, 4 page advertisement that “wraps” around preprinted inserts. The wrap typically features four different full page advertisements each week, one to a page. The Wrap also offers a banner position for smaller sized advertisements.

- Distribution in Thursday Los Angeles Times
- Tops home-delivery copy; placed inside the Los Angeles Times for single copy
- 5 zones (Zip-code based).
- High-quality, 4 color process.

**Specifications**

1. Friday ShopLocal Wrap image area: 9.5” wide x 5.75” height for front cover; 9.5” wide x 11.5” height for pages 2 and 3; and 9.5” wide x 9” height for back cover; 5-11/16” wide x 2.5” height for front cover banner position; and 3.75” wide x 2.5” height for back cover banner position
2. Shoplocal Thursday Wrap image area: 9.5” wide x 9” height for front cover; 9.5: wide x 11.5” height for inside pages and back cover; 5-11/16” wide x 2.5” height for banner position
3. Digital ads required
4. Maximum coupon space: 9.5” wide x 5” high
5. Paper stock: 45# Abitibi offset (83 bright)
6. 4 color process only (no spot colors)
6. Non-bleed.

**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: Ad Transit is a free digital service provided by the Los Angeles Times or via another third party vendor. The advantages of digital transmission are that you have greater control over the ad and that reproduction quality is improved. For more information, please log on to [www.latimes.com/ads/dasweb](http://www.latimes.com/ads/dasweb).

**Availability and Deadlines**

- Final space reservation deadline is Wednesday 5 pm, four weeks before publication date.
- ShopLocal reserves the right to cancel a wrap date or wrap zone at any time
- Digital Ready ads are due on Wednesday, three weeks before the publication date

**Production**

Please ask your Advertising Sales Representative for a comprehensive Production Guidelines book.

**GENERAL WRAP RATES**

**ShopLocal Wrap Rates  
Commissionable**

Rate Per Thousand (includes printing and distribution)

Ad Position	1 Time	4 Times	8 Times	12 Times	26 Times
Front Cover Banner	\$8.00	\$7.25	\$6.75	\$6.00	\$4.75
Front/Back Cover	26.00	23.75	22.25	21.00	18.50
Inside Front/Back Cover	21.00	18.75	18.00	17.00	14.75
Back Cover Banner	2.00	1.75	1.75	1.75	1.50

## 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"
	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"

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

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
<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**

	<b>SPACE</b>	<b>ARTSET MATERIALS</b> <small>(Schedule required for proofs)</small>			<b>DIGITAL FILES</b> <small>(No proofs provided)</small>
		<b>4 COLOR &amp; SPOT</b>	<b>BLACK &amp; WHITE ORIGINAL ARTSET</b>	<b>FINAL CORRECTIONS ALL ARTSET</b>	<b>REMOTE DELIVERY</b>
<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> <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
<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**

	<b>SPACE</b>	<b>ARTSET MATERIALS</b> <small>(Schedule required for proofs)</small>			<b>DIGITAL FILES</b> <small>(No proofs provided)</small>
		<b>4 COLOR &amp; SPOT</b>	<b>BLACK &amp; WHITE ORIGINAL ARTSET</b>	<b>FINAL CORRECTIONS ALL ARTSET</b>	<b>REMOTE DELIVERY</b>
<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 prior to pub. date	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.

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