

2007 RATES

Media

Los Angeles Times
MEDIA GROUP

Media

PERSONNEL

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Executive Vice President and General Mgr
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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.

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,
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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

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Media Display

<i>Section Daily</i>	<i>MN/BUS/CAL rate</i>	<i>MET/SP rate</i>	<i>Specials rate</i>	
open	\$935	\$737	\$454	
\$190,000	\$847	\$670	\$411	
\$500,000	\$830	\$653	\$406	
\$1,000,000	\$802	\$631	\$389	
\$2,000,000	\$763	\$604	\$373	
\$4,000,000	\$741	\$582	\$363	
\$6,000,000	\$668	\$527	\$324	
1/4 page weekly	\$624	\$494	\$303	
Color	\$10,800.00			
<i>Section Sunday</i>	<i>MN/BUS/CAL rate</i>	<i>MET/SP rate</i>	<i>Real Estate rate</i>	<i>Specials rate</i>
open	\$1,170	\$922	\$935	\$568
\$190,000	\$1,002	\$790	\$802	\$487
\$500,000	\$986	\$780	\$791	\$481
\$1,000,000	\$958	\$757	\$768	\$466
\$2,000,000	\$914	\$716	\$729	\$444
\$4,000,000	\$891	\$702	\$713	\$433
\$6,000,000	\$835	\$658	\$668	\$406
1/4 page weekly	\$775	\$615	\$624	\$379
Color	\$12,500.00			

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.

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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.

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.

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.

DEPTH IN INCHES	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"
	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"
	WIDTH IN INCHES				

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

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.

DEPTH IN INCHES	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"
		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

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.
7. 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	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. See pages 9-10 for acceptable modular sizes.

** 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 & SPOT	(Schedule required for proofs) BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	
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			DIGITAL FILES
		4 COLOR & SPOT	(Schedule required for proofs) BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	
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>.