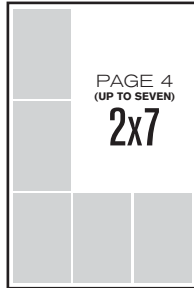


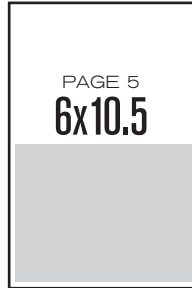
MAIN NEWS



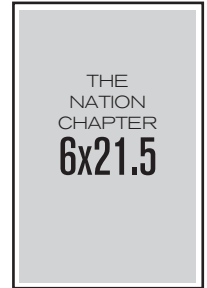
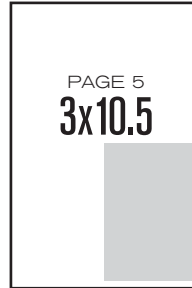
PA2 25%
P25 should be put in the discount field in Admarc.
52 Week Commitment



PA4 15%
P15 should be put in the discount field in Admarc.

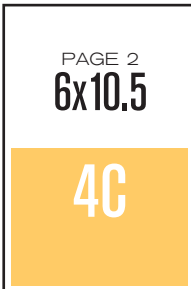


PA5 15%
P15 should be put in the discount field in Admarc.

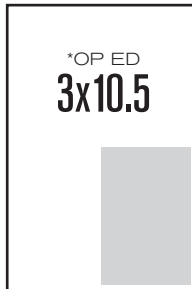


Nation
Should be put in the position request field in Admarc.

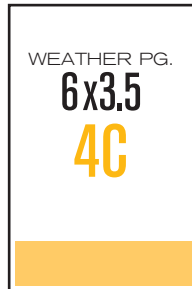
CALIFORNIA



PA2
Political Theme

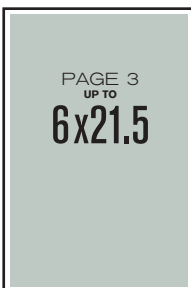


***OPED 10%**
The Op Ed position requires a three day advance notice to order, change or cancel an ad

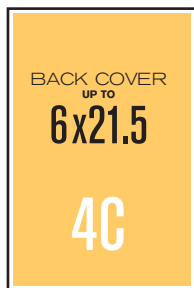


BC
The weather page appears on the back cover of the section

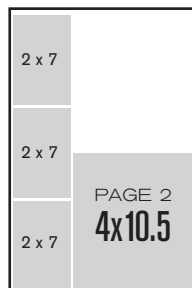
BUSINESS



PA3 5%
P5 should be put in the discount field in Admarc.



BC 10%
P10 should be put in the discount field in Admarc.



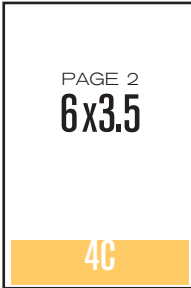
PA2

HEALTH

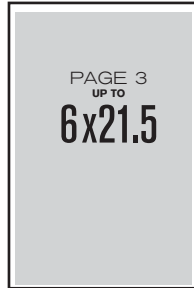
Monday

Los Angeles Times

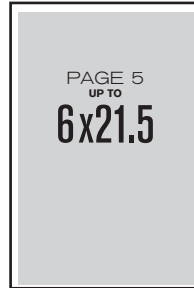
SPORTS



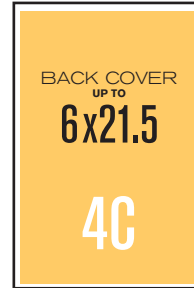
PA2 5%
P5 should be put in the discount field in Admarc.



PA3



PA5



BC 10%
P10 should be put in the discount field in Admarc.

Any ad running on a stats page must be a

6x3.5

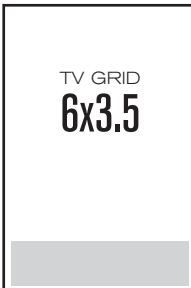
All ad sizes apply when running on a sport or team coverage page.

Standing Columns

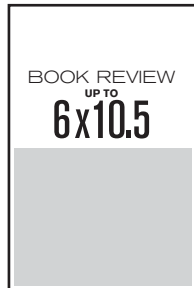
Tennis
(Jan.-Nov.)
Lisa Dillman

Preps and Soccer

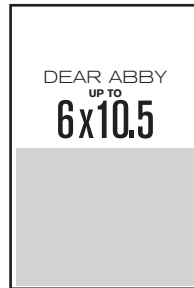
CALENDAR



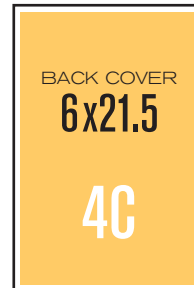
GRD



BRP



ABBY



BC 10%
P10 should be put in the discount field in Admarc.

STYLE



STYL