

2007 RATES

# Motion Pictures

*Los Angeles Times*  
MEDIA GROUP

# Motion Pictures

## PERSONNEL

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## TRIBUNE MEDIA NET

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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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Full Run B/W Rates	M-W	Th	Fri	Sat	Sun
Partial Ads (PCI)	\$350	\$350	\$380	\$380	\$409
Full Page Ads	\$43,820	\$16,560	\$45,021	\$23,220	\$47,214
Double Trucks	\$95,030	\$36,432	\$95,030	\$47,515	\$86,645

Full Run Color Rates Up to One Standard Page 4clr	M-W	Th	Fri	Sat	Sun
	\$8,525	\$8,525	\$8,900	\$8,900	\$9,135

Full Run Color Rates Double Truck 4clr	M-W	Th	Fri	Sat	Sun
	\$17,045	\$17,045	\$17,045	\$17,045	\$17,485

Benday	M-W	Th	Fri	Sat	Sun
	\$2,100	\$2,100	\$2,100	\$2,100	\$2,600

All non-modular ad size will be charged a 10% surcharge.

### Additional Discounts

#### 50% Non-Calendar Discount

Run an Ad in any section other than Calendar, Main News, or Current and receive a 50% discount. The pick-up discount applies to any size ad.

#### 25% Main News Pick-up Discount

Receive a 25% pick-up discount on your Main News ad when you run a base ad in calendar. The pick-up discount applies to any size ad.

## Priority Positions in Calendar

Friday & Sunday first position for the following ad sizes:

4 X 15.75"	25%
4 X 21"	25%

Premium Positions in Sunday Calendar

page 2	
2x 10.5	15%
2 X 21"	15%
4 X 10.5"	15%
6 X 10.5"	25%
page 4	
2 X 21"	10%
2 X 10.5"	10%

All combo ads will be billed at the partial column inch rate.

**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.

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

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. 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".

## 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

- 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 <small>(Schedule required for proofs)</small>			DIGITAL FILES <small>(No proofs provided)</small>
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	REMOTE DELIVERY
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. <small>(previous week)</small>	12 noon, Fri. <small>(previous week)</small>	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 <small>(Schedule required for proofs)</small>			DIGITAL FILES <small>(No proofs provided)</small>
		4 COLOR & SPOT	BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	REMOTE DELIVERY
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.

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