

2007 RATES

Museums

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

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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.

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LOS ANGELES TIMES 2007 MUSEUMS FULL RUN RATES

Section:	Main News, Calendar	California, Business, Sports	Features, Special Sections, Real Estate, Travel	Main News, Calendar	California, Business, Sports	Features, Special Sections, Real Estate, Travel
	SUNDAY	SUNDAY	SUNDAY	MON-WED	MON-WED	MON-WED
	\$411	\$330	\$226	\$196	\$155	\$107
4 color	\$10,812	\$8,650	\$5,947	\$8,250	\$6,600	\$4,538
	THURSDAY	THURSDAY	THURSDAY	FRI-SAT	FRI-SAT	FRI-SAT
	\$258	\$255	\$176	\$327	\$261	\$180
4 color	\$8,890	\$7,112	\$4,890	\$9,276	\$7,421	\$5,104

Weekday Discounts

Pick up your ad on any weekday within 7 days of base ad (Monday - Saturday), and receive a 25% discount. Must be the same ad, same size.

Sunday Calendar Discounts

Ad Size

129" (Full Page)

31.5" (1/4 page) or larger

Discount

50% off contract rate

35% off contract rate

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.

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.

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.
- ** 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
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.
TUESDAY OUTDOORS ZONES	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
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	(Schedule required for proofs) BLACK & WHITE ORIGINAL ARTSET	FINAL CORRECTIONS ALL ARTSET	(No proofs provided) 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.
OPINION	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> or contact Maria Dominguez at (213) 237-5207.