

2007 RATES

# Pre-Printed Inserts

Preprints  
ShopLocal  
Outside Positions  
Polybags

**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

*Local Retail Sales,  
Managing Director - Preprints  
and Total Market Coverage (TMC)*  
Steve Bentz (626) 303-8938

*Regional Director - Preprints  
and Total Market Coverage (TMC)*  
Gregg Dittoe (213) 237-6136

**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,  
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

**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

**PREPRINTS AND RELATED PRODUCTS**

**Rates effective January 1, 2007.**

**PRODUCT DESCRIPTIONS**

**Preprints:** Insert distribution is available 7 days a week with a minimum of 10,000.

**Outside Positions:** For special impact, we'll put your preprint over the newspaper rather than inside. This is for home delivery only and is available 7 days a week.

**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 Sampling:** Get your product into the hands of consumers with this special program.

**We-Prints:** The Times can print your 4-16 page advertising section in the 1-A position (between Main News and the California section) or other available ROP positions. Ask your Advertising Sales Representative for rates and specifications.

**GUIDELINES**

1. Inserts, outside positions, polybags, and product sampling are charged on a cost per thousand basis.
2. All preprinted inserts are subject to the approval of The Times in its sole discretion.
3. The Times may accept employment or employment-related advertising in the Preprint or programs subject to Director approval.
4. All preprinted inserts containing editorial material must be submitted in advance for approval.
5. Inserts containing advertisements for more than one advertiser are accepted only under very limited circumstances, and must be submitted in advance for approval. If approved, the General Rate will apply. See General Rate Card.
6. The minimum buy is 10,000 for a preprint.
7. All Polybags, Outside Position products, and ads with high visibility must be submitted in advance for Advertising Standards approval.
8. Rates are based on tabloid sizes.

**CONTENTS**

Preprint and Related Products ..... 1  
 Retail Preprint Rates ..... 2-3  
 Specifications & Delivery Instructions ..... 4-5  
 Outside Position Rates ..... 4  
 Polybags ..... 4  
 Product Samples ..... 4

Rate Grid Column	Annual Spending Level
K	\$ Zero to \$ 250,000
J	\$ 250,000 to \$ 499,999
I	\$ 500,000 to \$ 749,999
H	\$ 750,000 to \$ 999,999
G	\$ 1,000,000 to \$ 1,499,999
F	\$ 1,500,000 to \$ 1,999,999
E	\$ 2,000,000 to \$ 2,499,999
D	\$ 2,500,000 to \$ 2,999,999
C	\$ 3,000,000 to \$ 3,999,999
B	\$ 4,000,000 to \$ 6,999,999
A	\$ 7,000,000 and over

**RETAIL PREPRINT RATES**

**Paid Circulation - Los Angeles Times  
Volume Contract (Cost Per Thousand Pieces)  
Non-Commissionable**

**DAILY**

TAB PAGE COUNT	K	J	I	H	G	F	E	D	C	B	A
SS	\$52.00	\$50.50	\$49.00	\$46.00	\$43.00	\$40.00	\$37.00	\$34.00	\$31.00	\$28.00	\$25.00
4	\$57.00	\$55.50	\$54.00	\$51.00	\$48.00	\$45.00	\$42.00	\$39.00	\$36.00	\$33.00	\$30.00
8	\$59.00	\$57.50	\$56.00	\$54.00	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
12	\$64.00	\$62.50	\$61.00	\$59.00	\$57.00	\$55.00	\$53.00	\$51.00	\$49.00	\$47.00	\$45.00
16	\$69.00	\$67.50	\$66.00	\$64.00	\$62.00	\$60.00	\$58.00	\$56.00	\$54.00	\$52.00	\$50.00
20	\$71.00	\$70.75	\$69.00	\$67.25	\$65.50	\$63.75	\$62.00	\$60.25	\$58.50	\$56.75	\$55.00
24	\$73.50	\$72.75	\$72.00	\$70.50	\$69.00	\$67.50	\$66.00	\$64.50	\$63.00	\$61.50	\$60.00
28	\$78.50	\$77.75	\$77.00	\$75.50	\$74.00	\$72.50	\$71.00	\$69.50	\$68.00	\$66.50	\$65.00
32	\$83.50	\$82.75	\$82.00	\$80.50	\$79.00	\$77.50	\$76.00	\$74.50	\$73.00	\$71.50	\$70.00
36	\$88.50	\$87.75	\$87.00	\$85.50	\$84.00	\$82.50	\$81.00	\$79.50	\$78.00	\$76.50	\$75.00
40	\$93.50	\$92.75	\$92.00	\$90.50	\$89.00	\$87.50	\$86.00	\$84.50	\$83.00	\$81.50	\$80.00

**SUNDAY**

TAB PAGE COUNT	K	J	I	H	G	F	E	D	C	B	A
SS	\$57.00	\$55.50	\$54.00	\$51.00	\$48.00	\$45.00	\$42.00	\$39.00	\$36.00	\$33.00	\$30.00
4	\$62.00	\$60.50	\$59.00	\$56.00	\$53.00	\$50.00	\$47.00	\$44.00	\$41.00	\$38.00	\$35.00
8	\$64.00	\$62.50	\$61.00	\$59.00	\$57.00	\$55.00	\$53.00	\$51.00	\$49.00	\$47.00	\$45.00
12	\$69.00	\$67.50	\$66.00	\$64.00	\$62.00	\$60.00	\$58.00	\$56.00	\$54.00	\$52.00	\$50.00
16	\$74.00	\$72.50	\$71.00	\$69.00	\$67.00	\$65.00	\$63.00	\$61.00	\$59.00	\$57.00	\$55.00
20	\$76.00	\$75.75	\$74.00	\$72.25	\$70.50	\$68.75	\$67.00	\$65.25	\$63.50	\$61.75	\$60.00
24	\$78.50	\$77.75	\$77.00	\$75.50	\$74.00	\$72.50	\$71.00	\$69.50	\$68.00	\$66.50	\$65.00
28	\$83.50	\$82.75	\$82.00	\$80.50	\$79.00	\$77.50	\$76.00	\$74.50	\$73.00	\$71.50	\$70.00
32	\$88.50	\$87.75	\$87.00	\$85.50	\$84.00	\$82.50	\$81.00	\$79.50	\$78.00	\$76.50	\$75.00
36	\$93.50	\$92.75	\$92.00	\$90.50	\$89.00	\$87.50	\$86.00	\$84.50	\$83.00	\$81.50	\$80.00
40	\$98.50	\$97.75	\$97.00	\$95.50	\$94.00	\$92.50	\$91.00	\$89.50	\$88.00	\$86.50	\$85.00

For Tab Page Counts over 40, please see your advertising sales representative.

Rate Grid Column	Annual Spending Level
K	\$ Zero to \$ 250,000
J	\$ 250,000 to \$ 499,999
I	\$ 500,000 to \$ 749,999
H	\$ 750,000 to \$ 999,999
G	\$ 1,000,000 to \$ 1,499,999
F	\$ 1,500,000 to \$ 1,999,999
E	\$ 2,000,000 to \$ 2,499,999
D	\$ 2,500,000 to \$ 2,999,999
C	\$ 3,000,000 to \$ 3,999,999
B	\$ 4,000,000 to \$ 6,999,999
A	\$ 7,000,000 and over

**GENERAL PREPRINT RATES**

**Paid Circulation - Los Angeles Times**  
**Volume Contract (Cost Per Thousand Pieces)**  
**Commissionable**

**DAILY**  
 TAB  
 PAGE  
 COUNT

	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  
 PAGE  
 COUNT

	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

For Tab Page Counts over 40, please see your advertising sales representative.

## SPECIFICATIONS & DELIVERY INSTRUCTIONS FOR PREPRINTS

### 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.
7. Spoilage: Preprint quantities under 100,000 pieces require 4% spoilage  
Preprint quantities over 100,000 pieces require 2% spoilage

### 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. 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.
3. 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.
4. Each skid should be of the same size and contain the same number of inserts (end of run pallet excepted).
5. 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.
6. 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.

## SHOPLOCAL/SHOPWISE

- Supplement your Preprint buy with non-subscriber distribution. Nonsubscribers of the Los Angeles Times receive their inserts via Mail - Thursday/Friday
- Full coverage of Los Angeles and Orange counties and portions of Ventura, Riverside and San Bernardino counties.

### shopLocal/shopwise Wrap Program

Please see the shopLocal/shopwise rate card for more details.

### Print and Deliver

Turnkey design, printing, and distribution of sample sheet and 4 page tab inserts. are available at attractive rates. Ask your Advertising Sale Representative for more details.

**California Weekend Direct®**

Our weekend distribution program delivers your preprints to your target audience on the weekends. Combine in-paper preprints with home-delivered inserts to non-subscribers, and custom target distribution to fit your needs. This program extends your reach to 5.3 million households in all five counties of Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

**OUTSIDE POSITION RATES - Non-Commissionable**

Add these charges to Preprint Distribution rate.

Minimum Circulation is 100,000.

Minimum size: 8 1/2" x 11". Undersized pieces will be charged an additional fee of \$38 per thousand pieces.

Distribution Quantity	Retail Non-Commissionable Cost Per Thousand
Full Home Delivery	\$65.00
Partial Circulation	\$95.00

**POLYBAGS**

**Specifications**

Acceptability guidelines for the polybag program are the same as the guidelines for preprints, including, without limitation, the following additions:

1. The Los Angeles Times will accept only bags that have been manufactured and printed to Times specifications. Bags must be clear or white only, and of appropriate size. (Sunday, 14.75" x 21.5", Th-Sat. 13.5 x 19", M-W 10.5" x 19"). The Los Angeles Times reserves the right of final approval for all printed polybags.
2. A caution notice: "Warning: to avoid danger of suffocation, keep this plastic bag away from babies and children. Do not use in cribs, beds, carriages, or playpens." must be included on all polybags as specified by The Times.
3. Packaging: Wire wickets with chipboard backing. 250 bags maximum flat packed in a 275lb. test carton of 1,000 bags per carton.
4. Double-walled bags are preferred. Single-walled bags may be used; however, if inclement weather dictates the use of a double-walled bag, the advertiser's polybag will be treated as an outside position rather than a bag.
5. Please consult your Advertising Sales Representative for further information on specifications and printing requirements.

**Availability and Deadlines**

1. Reservations - Insertion order with zip codes and minimum quantity of 100,000. Reservations made less than 90 days in advance are subject to availability.
2. Artwork - If The Times vendor is printing the polybag, artwork is required 10 weeks in advance of insertion date.
3. Cancellations - There will be a penalty for cancellation if made less than 90 days from publication.
4. Distribution Only - If the advertiser is providing the printed polybag, the materials are due at CCN 10 days prior to drop date.

**POLYBAG DISTRIBUTION RATES**

Minimum Circulation is 100,000

**Standard Polybag Distribution:**

Distribution Quantity	Retail Non-Commissionable Cost Per Thousand
Full Home Delivery	\$65.00
Partial Circulation	\$95.00

**PRODUCT SAMPLES**

You may distribute a sample of your product to Times subscribers in several ways:

**Sample in Times Polybag** — The sample may be placed in a Times-supplied clear plastic bag along with the newspaper.

**Sample in Advertiser Polybag** — The sample may be placed in an advertiser-supplied plastic bag along with the newspaper. The bag must meet The Times' requirements for polybags (see "Polybags").

**Sample in Advertiser Pouch** — The sample may be sealed in a "kangaroo" pouch that puts the sample on top of the newspaper in a complete package. In this case, the advertiser supplies the samples already sealed into the pouch-bags.

**Minimum Quantity Requirements** — For sample pouch polybags minimum quantity requirements, please contact your Los Angeles Times Advertising sales representative.

**Rates**

For information on any of these product sampling opportunities, please contact your Advertising Sales Representative. Pricing varies depending on the day of the week, size of the sample, the circulation volume and the packaging option you choose.