

2007 RATES

Rentals

Los Angeles Times
MEDIA GROUP

PERSONNEL

Publisher and Chief Executive Officer
David Hiller

Vice President-Classified Advertising
David Malsh (213) 237-6101

Sr. Vice President of Advertising
Dave Murphy (213) 237-2973

Advertising Director
Leslie Lindemann (213) 237-6089

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 crossmedia 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.

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

RATES IN THIS BOOK APPLY TO:

All Rental Classified advertisements. Rental classifications require a minimum of 3 lines. For rates in other Classified categories contact your Advertising Sales Representative.

Local Rental Rates

Local Rental rates apply to all Classified Advertising as designated by classification number.

Local rates also apply to a single ad billed directly to an individual advertiser featuring multiple outlets if all outlets are owned by the same individual advertiser.

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All advertisements for housing are subject to federal and California fair housing laws, which make it illegal to indicate in any advertisement any preference, limitation, or discrimination because of race, color, religion, sex, sexual orientation, marital status, national origin, ancestry, familial status, source of income, or physical or mental disability.

RENTAL CLASSIFIED/DISPLAY ADVERTISING

Rates effective January 1, 2007.

CONSECUTIVE INSERTION RATES

All consecutive insertion rates are based on consecutive publishing days. Orders which omit any publishing day are not considered consecutive and are processed as individual orders and billed at the applicable rate.

If an order is cancelled, the ad is billed at the line rate earned, not the line rate ordered.

All rates are per line, per day.

RENTAL CLASSIFIED ADVERTISING

Non-commissionable

3 line minimum	Rate per line	Rate per line
	<u>Weekday</u>	<u>Sunday</u>
Open	\$29.00	\$40.00

COMMERCIAL PACKAGES

Packages include online posting on latimes.com

Volume 4-Day Package \$170.00
 5 lines: Any 4 Consecutive days
 Online posting on latimes.com

Based on \$8.50 per line per day. Lineage can be increased per line.

Volume 7-Day Package \$300.00
 5 lines: 7 days
 Online posting on latimes.com

Lineage can be increased per line.

PRIVATE PARTY ADVERTISING

Private Party rates apply only to private party advertisements with no commercial intent. They are for the exclusive use of individuals renting their primary residence, vacation home, a room in their home or subleasing their apartment, and apply only to individuals renting up to 2 properties. Private Party rates do not apply to ads placed by businesses. Ads must contain "private party", "p/p", "owner" or "ownr", must be prepaid by cash, check, Visa, MasterCard, American Express or Discover credit cards. Except where noted, ads are priced at a fixed rate with no refund for early cancellation and may not be changed except in the case of typographical error. Adjustments in the case of an error will be made only by rerunning the ad for the first day it was published in error.

PRIVATE PARTY VALUE PACKAGES

Packages include online posting on latimes.com

1 Day Package\$49.00
 5 lines
 Each additional line\$9.80
 Online posting on latimes.com

Volume 4-Day Package\$99.00
 5 lines: Any 4 consecutive days
 Each additional line\$4.95
 Online posting on latimes.com

Volume 7-Day Package\$139.00
 5 lines: Any 7 consecutive days
 Each additional line\$3.97
 Online posting on latimes.com

ROOMS TO RENT/RENTALS TO SHARE/STORAGE

SPACE PACKAGES\$60.00

R.O.P Rates

See Real Estate rate card for inch and color rates

APARTMENTS.COM

Southern California's preeminent rental Web site, with comprehensive apartment listings and user friendly features. Apartments.com brings leads to your doorstep. To advertise or for more information, call (714) 966-7596.

All packages include unlimited exterior / common area photos, unlimited floor plans, unlimited text descriptions, amenities sorting, interactive mapping, unique toll-free number, leads via e-mail or fax, monthly lead reports and a custom web address.

Silver Package \$200/mo.

Silver Packages include the features listed above.

Gold Package \$270/mo.

In addition to the features listed above, Gold Packages include unlimited interior photos and professional digital photography.

Platinum Package \$315/mo.

In addition to the features listed above, Platinum Packages include virtual tours, priority listing placement, unlimited interior photos, professional digital photography and leasing book with color pictures and floor plans of your community.

DEADLINES – SO. CALIFORNIA EDITION

Deadlines are subject to change. Consult your Advertising Sales Representative for current deadlines.

Straight Classified

12:00 p.m. daily, Monday through Friday, for the next day's publication.

4:00 p.m. Friday for Sunday.

5:30 p.m. Friday for Monday.

Copy telephoned or sent by fax must be received one hour before deadline to permit processing. For a proof, allow an additional 24 hours.

Classified Display

Copy deadlines are 24 hours prior to the regular Southern California Edition classified deadlines, except for Sunday, which is 5:00 p.m. Thursday. For a proof, allow an additional 24 hours.

Cancellation deadlines are the same as straight Classified deadlines above.

MINIMUM SIZES & POSITIONING

Southern California Edition

Single column—Minimum is 3 Classified lines (3 Classified classes as currently designated) for straight Classified and 5 inches for Classified Display. Rental Classified Display minimum is 2 inches.

Multiple columns—Minimum is 2 columns by 3 inches. 3, 4, and 5 column advertisements must be as many inches deep as number of columns wide. 6, 7, 8, 9 and 10 column ads must be at least 5 inches deep. Rental Classified Display minimum is 2 column by 2 inches.

Positioning—Multiple column straight Classified ads 15" deep or larger will be positioned at the top of the page in Classification and keyword order.

Classified display and multiple column straight classified ads less than 15" deep are positioned on the same page, or on an adjacent page, with single column straight classified ads as near as possible to the appropriate classification or keyword group. However, no position can be guaranteed.

Classified display and multiple column straight classified ads less than 15" deep are placed in the same columns with single column straight classified ads with the same classification and keyword group. However, no position can be guaranteed.

Positioning of full page ads in the Classified section is on an advance reservation basis. Consult your Advertising Sales Representative for space reservations and policies.

BORDERS, ILLUSTRATIONS & LOGOS

1. Borders are permitted around either a single or multiple column advertisement in designated classifications within straight classified Advertising with illustrations, designs, non-standard type and borders are permissible only in Classified-Display. Unusually heavy borders are not permitted.
2. Logos may be used in both single and multiple column ads in straight Classified and Classified Display ads.
In a straight Classified ad, logos may not exceed 50% of the total space of the advertisement, with a maximum size of 2 inches per full column. Full reverse logos are accepted.
3. Bold type is available within Rental classifications at an additional charge of \$25.

BASIS OF CHARGES

1. The Southern California Classified Edition is produced in Classified column format.
 - Line rates published in this rate book apply to advertising set in Classified column format.
 - Charges for single column straight Classified advertising are based on computergenerated line counts, approximately 14 lines to the inch. Space taken by logos, white space and large type is billed in equivalents of Classified lines (a 10- point line is billed as 2 lines, a 14-point line as 3 lines, etc.).
 - Also charged in equivalents of Classified lines are Classified Display, Multiple-Column and Legal Classified ads. Vital Notices are set in a 6-point line.
2. Display advertising and editorially-supported Classified Special Sections are produced in a wider column format. Classified advertising set in the wider column format is billed in column inch units. Contact your Advertising Sales Representative for Special Sections advertising rates.
3. A standard-size full page advertisement for a single advertiser, published in any Los Angeles Times Classified section, (Classified or Display format) is billed at 3,000 lines. A double truck is billed at 6,300 lines. This includes a charge for the gutter.
4. A tabloid-size full page advertisement for a single advertiser published in any Los Angeles Times Classified section is billed at 57.5 inches. A tabloid double truck is billed at 126.50 inches. This includes a charge for the gutter.

RATE QUALIFICATIONS & ALLOWABLE COPY CHANGES

Daily and Sunday Publication

Southern California Edition
 For copy regulations and policies in other Classified categories, contact your advertising Sales Representative.

1. Ratesaver Rates - 3 line minimum
 - To qualify as a ratesaver advertiser and earn the ratesaver rate in any section where classified advertising is published daily, an advertiser must order and maintain an advertisement for 30 or more consecutive days.
 - Orders earning the ratesaver rate may be increased in linage or decreased without restriction.
 - Copy in orders that earn the ratesaver rate may be changed at any time at the option of the advertiser.
2. Ratesaver Additional Copy
 - A Southern California Edition ratesaver is required to qualify for Southern California ratesaver additional copy rates. To qualify for the lower 3-line additional ad(s) rate in Southern California Edition, the additional ads and the ratesaver ad must run 3 lines or larger daily.
3. Special Sections
 Ratesaver advertisers earn ratesaver rates on 1-time orders in special sections published within a region where ads normally qualify for ratesaver additional copy rates.

Employment Classifications

Please refer to the Employment rate card for advertising rates.

CANCELLATIONS

Cancellation orders are numbered and these numbers are given to advertisers as a receipt of cancellation. No adjustment of charges can be made on a disputed cancellation order without this cancellation number. If an advertisement has not yet appeared for the first time, The Times will endeavor to cancel, but cannot guarantee to cancel an ad before publication.

CLASSIFIED MECHANICAL SPECIFICATIONS

Classified 10-Column Format

The Southern California Circulation Classified section is 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 contains approximately 300 words.
- 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".