

2007 RATES

# Retail

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

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**RATES IN THIS BOOK APPLY TO:**

Retail Merchandise; Retail Services; Professional Services; Auctions (excluding Real Estate); Educational Institutions and Services; Seminars; Rentals (except Real Estate and Automotive); Contracts may apply to like businesses of different names that have common ownership, subject to prior written approval of The Times.

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**RETAIL DISPLAY ADVERTISING**

Rates effective January 1, 2007.

**SOUTHERN CALIFORNIA CIRCULATION  
BLACK AND WHITE RATES**

**Non-Commissionable - Modular Sizes\***

\*Based on Modular sizes, page 5.

All Non-Modular Ad sizes will be charged a 10% surcharge. A standard full page is 129 inches.

Includes ad in Print to Web area on latimes.com for 7 days, see page 7.

**Retail: Monday - Wednesday**

Level	Main/ p.2,3,4,5	Main/ Calendar	Bus./Calif./ Sports	Features/Real Est/ Spcl. Sctns./Travel
Open	\$456	\$319	\$255	\$176
1/2 page	359	252	202	138
1	337	237	188	130
2	327	229	183	126
3.5	321	225	180	124
5	316	222	177	122
10	306	214	172	118
20	289	207	165	113
40	284	200	158	109
52 x 14 in.	257	180	144	99
Spot Color	6,171	6,171	4,937	3,394
4- Color	8,415	8,415	6,732	4,628

**Retail: Thursday**

Level	Main/ p.2,3,4,5	Main/ Calendar	Bus./Calif./ Sports	Features/Real Est/ Spcl. Sctns./Travel
Open	\$523	\$423	\$419	\$289
1/2 page	413	334	330	227
1	390	316	312	214
2	378	306	303	209
3.5	367	296	293	200
5	360	292	289	198
10	350	283	280	192
20	337	273	270	185
40	326	263	260	179
52 x 14 in.	291	235	232	160
Spot Color	6,651	6,651	5,321	3,659
4- Color	9,067	9,067	7,254	4,988

**Retail: Friday-Saturday**

Level	Main/ p.2,3,4,5	Main/ Calendar	Bus./Calif./ Sports	Features/Real Est/ Spcl. Sctns./Travel
Open	\$670	\$536	\$429	\$296
1/2 page	528	422	338	232
1	499	399	320	219
2	484	387	310	214
3.5	469	375	300	205
5	461	369	296	203
10	447	358	287	196
20	431	345	276	190
40	417	334	266	183
52 x 14 in.	372	298	238	164
Spot Color	6,940	6,940	5,552	3,818
4- Color	9,462	9,462	7,569	5,206

**Retail: Sunday**

Level	Main/ p.2,3,4,5	Main/ Calendar	Bus./Calif./ Sports	Features/Real Est/ Spcl. Sctns./Travel
Open	\$873	\$698	\$559	\$384
1/2 page	684	547	438	301
1	615	492	394	270
2	600	480	383	264
3.5	585	468	374	257
5	569	455	364	251
10	555	444	356	244
20	539	431	345	237
40	524	420	336	230
52 x 14 in.	457	365	292	200
Spot Color	8,433	8,433	6,747	4,639
4- Color	11,028	11,028	8,823	6,066

**COLOR RATES**

Add the prices listed in the charts above to black and white costs. Up to one standard size page, Southern California circulation.

**Standard Double Truck**

Standard size double truck is charged as 279.50 inches.

• Please see [www.latimes.com/ads](http://www.latimes.com/ads) for our comprehensive Production Guidelines book.

**Advertising Advantages**

**Available to contract Advertisers.**

**Pick-up discounts – Main News: Mon - Wed - 25%**

**Calendar: Mon - Wed - 25%**

Available for ads with the same ad copy, published on an additional Mon -Wed, within a seven-day period (Monday through Sunday or Sunday through Saturday).

Discounted ads apply to contract fulfillment at 75% of the volume.

**SUNDAY COLOR COMICS**

**Rates: Southern California Edition-(Non-Commissionable)**

Frequency	Open	6 weeks	13 weeks
Spadea	\$60,247	\$60,301	\$54,346
Flysheet	57,909	54,903	51,896

Frequency	26 weeks	39 weeks	52 weeks
Spadea	48,221	42,875	37,975
Flysheet	44,873	40,425	35,637

All Spadea and Flysheet space applies toward fulfillment of ROP contract. There is no additional charge for color (Comic colors only). Additional charges will be made for production, stripping and color separations. Special schedules will be created for customers submitting camera-ready materials and those requesting a proof. Contact your Advertising Sales Representative for these schedules.

**Spadea**

An advertising fly sheet (2 pages—129 inches each side) with commercial quality offset 4-color reproduction. Wraps the left hand side of Comics. 1/2 fold and 1/3 fold available. No additional charge for color.

**Flysheet**

Inserted behind Comics. No additional charge for color.

**Ads Inside Comics**

Available Units	Column Inches	Columns x Depth
Full page	129	6 x 21.5"
1/2 page horizontal	63	6 x 10.5"
1/3 page horizontal	42	6 x 7"
1/6 page horizontal	21	6 x 3.5"

Rates: Ask your Advertising Sales Representative for rates.

**Deadlines**

Space and materials: 25 days prior (Wed.) at noon.

**WEST MAGAZINE**

West Magazine 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 14 specially themed issues (e.g. Travel, Restaurants & Dining, and Fashion) throughout the year. Attracting over three million upscale, educated and motivated readers every Sunday, West 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 West Magazine Rate book.

**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.
- Production specs: Ask your Advertising Sales Representative

**TV Times Full Run Rates- (Non-Commissionable)**

	Back Cover	Inside Front/Back	Wrap	Pop-Out
Open:	\$20,000	\$16,000	\$35,000	\$35,000
6x:	15,000	9,000	30,000	30,000

**Inside Pages**

Units	Inches	Open Rate	6x
Full page	50	\$15,300	\$7,650
3/5 page	30	9,180	4,590
1/2 page	25	7,650	3,825
2/5 page	20	6,120	3,060
3/10 page	15	4,590	2,295
1/5 page	10	3,060	1,530
1/20 page	2.5	1,071	536

**LATIMES.COM**

Latimes.com is one of the leading sources on the Web for news about the world, the nation and California. Each month, millions of visitors log on to latimes.com for in-depth articles by award-winning journalists, updates throughout the day and special multi-media capabilities.

And latimes.com is more than news. It's a marketplace, bringing together buyers and sellers from across the nation. From entertainment options to travel plans, shopping opportunities to sports-related merchandise, used cars to careers, we give each advertiser the chance to connect to millions of upscale and educated consumers.

Make your online campaign a success with standard online advertisements, rich media, special sections, e-mail, or utilize our new user demographic and behavioral ad targeting system.

Contact your Advertising Sales representative for more information.

**SPLIT-RUN**

A-B: Daily and Sunday, Southern California Edition Distribution. You may run two versions of the same ad to test various offers. A-B means every other newspaper printed on each press. Ads must be the same size, dimension and product

Thes changes are in edition to space and color changes.

	minimum size	surcharge
Black & White	25 column inches	\$500
Color	55 column inches	\$1000

\*Color available for full distribution only.

**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

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
<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	
<b>MAIN NEWS, CA. SPORTS &amp; BUS.</b>	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
<b>CALENDAR</b> <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
<b>MONDAY HEALTH</b>	12 noon, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>WEDNESDAY FOOD</b>	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.
<b>CALENDAR WEEKEND (THURS.) DIRECTORIES</b>	2 pm, Mon.  12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
<b>THURSDAY HOME</b>	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
<b>CLASSIFIED</b>	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	
<b>MAIN NEWS, CA. SPORTS &amp; BUS.</b>	12 noon, Thurs.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>CALENDAR</b>	11 am, Tues.	12 noon, Mon.	12 noon, Mon.	5 pm, Mon.	12 noon, Wed.
<b>TRAVEL</b>	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.
<b>REAL ESTATE</b>	11 am, Wed.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>BOOK REVIEW</b>	11 am, Mon.	12 noon, Mon.	5 pm, Mon.	6 pm, Tues.	10 am, Wed.
<b>CURRENT</b>	3 pm, Mon.	12 noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
<b>CLASSIFIED</b>	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>