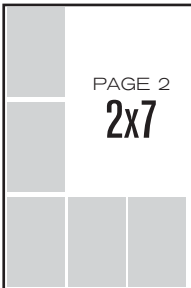


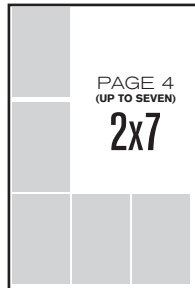
# Saturday

# Los Angeles Times

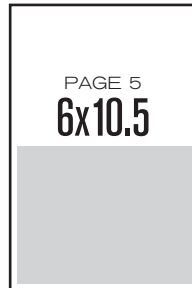
## MAIN NEWS



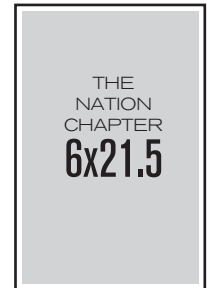
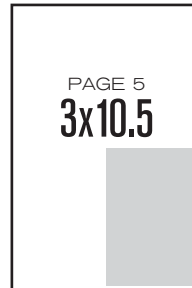
**PA2 25%**  
 P25 should be put in the discount field in Admarc.  
 52 Week Commitment



**PA4 15%**  
 P15 should be put in the discount field in Admarc.

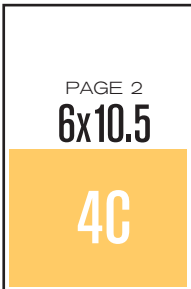


**PA5 15%**  
 P15 should be put in the discount field in Admarc.

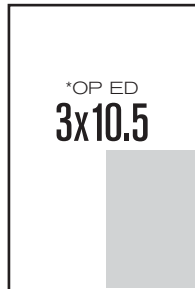


**Nation**  
 Should be put in the position request field in Admarc.

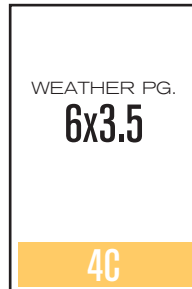
## CALIFORNIA



**PA2**  
 Recreation and Environment Theme



**\*OPED 10%**  
 The Op Ed position requires a three day advance notice to order, change or cancel an ad



**BC**  
 The weather page appears on the back cover of the section.

# Saturday

# Los Angeles Times

## BUSINESS

PAGE 3  
UP TO  
**6x21.5**

**PA3 5%**  
P5 should be put in the discount field in Admarc.

MARKET  
ROUND-UP  
**3x5.25**  
OR  
**6x3.5**  
ONLY

**B550**

NYSE  
STOCK TABLE  
**3x5.25**  
TO  
**3x10.5**

**B544**

NASDAQ  
STOCK TABLE  
**3x5.25**  
TO  
**3x10.5**

**B545**

MUTUAL FUNDS  
STOCK TABLE  
**3x5.25**  
TO  
**3x10.5**

**B549**

10% Premium charge for stock island ads.  
P10 should be put in the discount field in Admarc.

BACK COVER  
UP TO  
**6x21.5**  
  
**4C**

**BC 10%**  
P10 should be put in the discount field in Admarc.

## SPORTS

PAGE 2  
INSIDE TRACK  
**6x3.5**  
  
**4C**

**PA2 5%**  
P5 should be put in the discount field in Admarc.

PAGE 3  
UP TO  
**4x21**

**PA3**

PAGE 5  
**6x10.5**  
OR  
**3x21**

**PA5**

BACK COVER  
UP TO  
**6x21.5**  
  
**4C**

**BC 10%**  
P10 should be put in the discount field in Admarc.

Any ad running on a stats page must be a

**6x3.5**

All ad sizes apply when running on a sport or team coverage page.

### Standing Columns

#### Letters

(all year)  
Sam Farmer

#### NFL

(late Aug.–late Jan.)

Sam Farmer

#### Boxing

(all year)

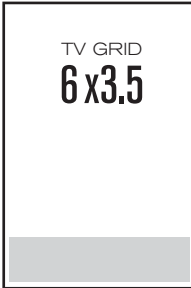
Steve Springer

### Preps and Soccer

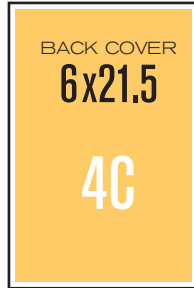
# Saturday

# Los Angeles Times

## CALENDAR



**GRD**



**BC 10%**

P10 should be put in the discount field in Admarc.

## STYLE



**STYL**