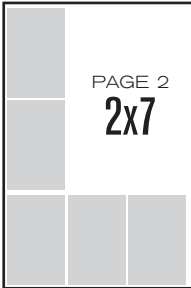


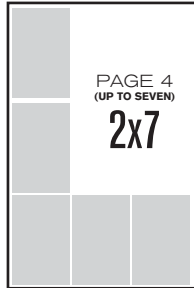
# Thursday

# Los Angeles Times

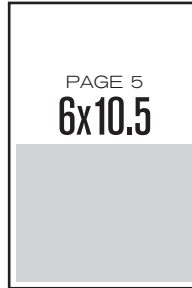
## MAIN NEWS



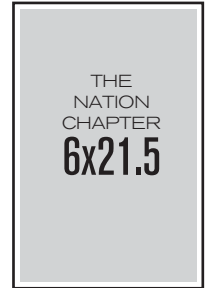
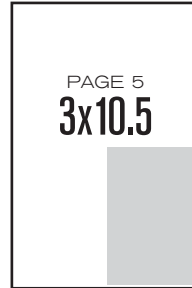
**PA2 25%**  
P25 should be put in the discount field in Admarc.  
**52 Week Commitment**



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

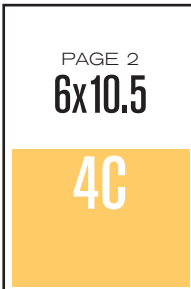


**PA5 15%**  
P15 should be put in the discount field in Admarc.

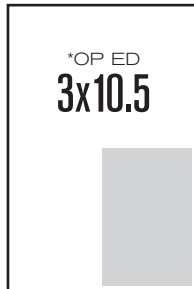


**Nation**  
Should be put in the position request field in Admarc.

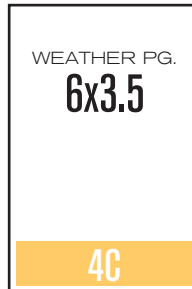
## CALIFORNIA



**PA2**  
**Built 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.

# Thursday

# 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  
**6x21.5**

**PA3**

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

**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

#### College Football

(late Aug.–early April)

Chris Dufresne

#### College Basketball

(late Nov.–early April)

Robyn Norwood

#### Golf

(Jan. –Nov.)

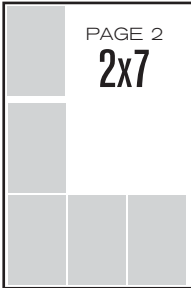
Thomas Bonk

### Preps and Soccer

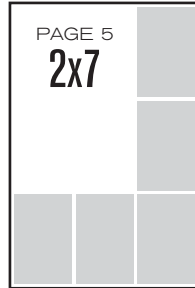
# Thursday

# Los Angeles Times

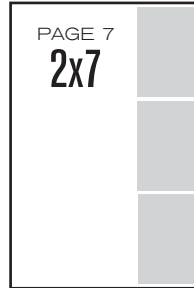
## HOME



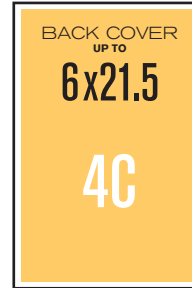
PA2



PA5



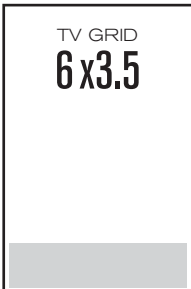
PA7



BC 10<sup>96</sup>

P10 should be put in the discount field in Admarc.

## COMICS PLUS



# Thursday

# Los Angeles Times

CALENDAR

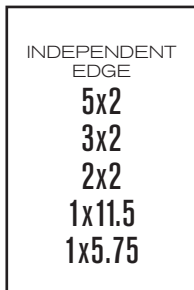
WEEKEND TABLOID SECTION



STP1



STP2



BIE

5x2=1xU52  
 3x2=1xU32  
 2x2=1xU22  
 1x11.5=1xU111H  
 1x5.75=1xU15F

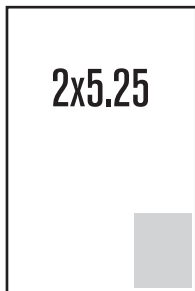


BC 10%

P10 should be put in the discount field in Admarc.



RESTAURANT



ADVICE COLUMNS

W  
E  
E  
K  
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N  
D  
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L  
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S  
T

- 1) **MOVIES**
  - A. OPENINGS
  - B. NOW PLAYING
  - C. EVENTS & REVIVALS
- 2) **MOVIES TIMES**
- 3) **MUSIC** - plus, a directory of club and concert venues
  - A. POP (ROCK)
  - B. JAZZ (JAZZ)
  - C. CLASSICAL (CLAS)
- 4) **DANCE** (DNCE)
  - A. LISTINGS
- 5) **NIGHT LIFE** (CLUB)
  - A. OPENINGS
  - B. NEW REVIEWS
  - C. DANCE CLUBS
- 6) **COMEDY** (CMDY)
  - A. STAND-UP
  - B. SKETCH & IMPROV
- 7) **THEATER** (STAG)
  - A. CRITIC'S CHOICE
  - B. OPENINGS & PREVIEWS
  - C. LARGER THEATERS
  - D. SMALLER THEATERS
- 8) **ART** (ART)
  - A. OPENINGS
  - B. LECTURES & EVENTS
  - C. MUSEUMS
  - D. GALLERIES
- 9) **EVENTS** (FAM)
  - FAMILY**
    - A. LISTINGS
    - B. KID STUFF
  - PLACES**
    - A. THEME PARKS
    - B. ZOOS
  - MUSEUMS**
    - A. OPENINGS
    - B. LECTURES & EVENTS
    - C. CONTINUING
- 10) **WORDS & IDEAS** (BRP)
  - A. LISTINGS