

2007 RATES

ShopLocal/ShopWise (TMC)

ShopLocal/ShopWise (Friday)

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

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

*Regional Director - Preprints
and Total Market Coverage (TMC)*
Steve Bentz (626) 303-8938

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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

TOTAL MARKET COVERAGE (TMC) AND RELATED PRODUCTS

Rates effective January 1, 2007.

PRODUCT DESCRIPTIONS

Preprints: Insert distribution via USPS mail is available Thursday/Friday with a minimum of 10,000. Alternate delivery 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 ShopLocal/ShopWise (TMC) 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 or SL/SW program.
7. All Polybags, Outside Position products, and ads with high visibility must be submitted in advance for Advertising Standards approval.
8. SL/SW changes are determined by the weight of the insert.

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Advertisers may supplement Preprint or ROP buys with non-subscriber distribution via ShopLocal/ShopWise.

SHOPLOCAL/SHOPWISE (TMC)

- Supplement your Preprint buy with non-subscriber distribution via SL/SW. Nonsubscribers of the Los Angeles Times receive their inserts midweek via:
 - ShopLocal/ShopWise Mail - Thursday/Friday
- Full coverage of Los Angeles and Orange counties and portions of Ventura, Riverside and San Bernardino counties.
- SL/SW rates apply to non-subscribers only.

ShopLocal/ShopWise Wrap Program

Please check page 3 for more details.

Print and Deliver

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

Preprints

For more information, please see the Pre-Printed Inserts Rate Card.

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.

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

Inserts between weight ranges will be charged at the higher rate. For weights heavier than 2.5 oz, see your advertising sales representation.

RETAIL

Non-Subscriber Distribution Only

Non-Commissionable, Cost Per Thousand Pieces

Weight In Ounces	K	J	I	H	G	F	E	D	C	B	A
0.25	\$36.60	\$35.10	\$33.60	\$31.60	\$29.60	\$28.60	\$27.60	\$25.60	\$23.60	\$21.60	\$20.60
0.26	\$38.77	\$37.27	\$35.77	\$33.77	\$31.77	\$30.77	\$29.77	\$27.77	\$25.77	\$23.77	\$22.77
0.30	\$38.77	\$37.27	\$35.77	\$33.77	\$31.77	\$30.77	\$29.77	\$27.77	\$25.77	\$23.77	\$22.77
0.35	\$40.94	\$39.44	\$37.94	\$35.94	\$33.94	\$32.94	\$31.94	\$29.94	\$27.94	\$25.94	\$24.94
0.36	\$43.11	\$41.61	\$40.11	\$38.11	\$36.11	\$35.11	\$34.11	\$32.11	\$30.11	\$28.11	\$27.11
0.40	\$43.11	\$41.61	\$40.11	\$38.11	\$36.11	\$35.11	\$34.11	\$32.11	\$30.11	\$28.11	\$27.11
0.45	\$45.27	\$43.77	\$42.27	\$40.27	\$38.27	\$37.27	\$36.27	\$34.27	\$32.27	\$30.27	\$29.27
0.50	\$47.44	\$45.94	\$44.44	\$42.44	\$40.44	\$39.44	\$38.44	\$36.44	\$34.44	\$32.44	\$31.44
0.51	\$49.61	\$48.11	\$46.61	\$44.61	\$42.61	\$41.61	\$40.61	\$38.61	\$36.61	\$34.61	\$33.61
0.55	\$49.61	\$48.11	\$46.61	\$44.61	\$42.61	\$41.61	\$40.61	\$38.61	\$36.61	\$34.61	\$33.61
0.60	\$51.78	\$50.28	\$48.78	\$46.78	\$44.78	\$43.78	\$42.78	\$40.78	\$38.78	\$36.78	\$35.78
0.61	\$53.95	\$52.45	\$50.95	\$48.95	\$46.95	\$45.95	\$44.95	\$42.95	\$40.95	\$38.95	\$37.95
0.65	\$53.95	\$52.45	\$50.95	\$48.95	\$46.95	\$45.95	\$44.95	\$42.95	\$40.95	\$38.95	\$37.95
0.70	\$56.12	\$54.62	\$53.12	\$51.12	\$49.12	\$48.12	\$47.12	\$45.12	\$43.12	\$41.12	\$40.12
0.71	\$58.28	\$56.78	\$55.28	\$53.28	\$51.28	\$50.28	\$49.28	\$47.28	\$45.28	\$43.28	\$42.28
0.75	\$58.28	\$56.78	\$55.28	\$53.28	\$51.28	\$50.28	\$49.28	\$47.28	\$45.28	\$43.28	\$42.28
0.80	\$62.45	\$60.95	\$59.45	\$57.45	\$55.45	\$54.45	\$53.45	\$51.45	\$49.45	\$47.45	\$46.45
0.81	\$64.62	\$63.12	\$61.62	\$59.62	\$57.62	\$56.62	\$55.62	\$53.62	\$51.62	\$49.62	\$48.62
0.85	\$64.62	\$63.12	\$61.62	\$59.62	\$57.62	\$56.62	\$55.62	\$53.62	\$51.62	\$49.62	\$48.62
0.90	\$66.79	\$65.29	\$63.79	\$61.79	\$59.79	\$58.79	\$57.79	\$55.79	\$53.79	\$51.79	\$50.79
0.91	\$68.96	\$67.46	\$65.96	\$63.96	\$61.96	\$60.96	\$59.96	\$57.96	\$55.96	\$53.96	\$52.96
0.95	\$68.96	\$67.46	\$65.96	\$63.96	\$61.96	\$60.96	\$59.96	\$57.96	\$55.96	\$53.96	\$52.96
1.00	\$71.13	\$69.63	\$68.13	\$66.13	\$64.13	\$63.13	\$62.13	\$60.13	\$58.13	\$56.13	\$55.13
1.05	\$75.29	\$73.79	\$72.29	\$70.29	\$68.29	\$67.29	\$66.29	\$64.29	\$62.29	\$60.29	\$59.29
1.10	\$77.46	\$75.96	\$74.46	\$72.46	\$70.46	\$69.46	\$68.46	\$66.46	\$64.46	\$62.46	\$61.46
1.15	\$79.63	\$78.13	\$76.63	\$74.63	\$72.63	\$71.63	\$70.63	\$68.63	\$66.63	\$64.63	\$63.63
1.20	\$81.80	\$80.30	\$78.80	\$76.80	\$74.80	\$73.80	\$72.80	\$70.80	\$68.80	\$66.80	\$65.80
1.25	\$83.97	\$82.47	\$80.97	\$78.97	\$76.97	\$75.97	\$74.97	\$72.97	\$70.97	\$68.97	\$67.97
1.30	\$86.14	\$84.64	\$83.14	\$81.14	\$79.14	\$78.14	\$77.14	\$75.14	\$73.14	\$71.14	\$70.14
1.35	\$88.30	\$86.80	\$85.30	\$83.30	\$81.30	\$80.30	\$79.30	\$77.30	\$75.30	\$73.30	\$72.30
1.40	\$90.47	\$88.97	\$87.47	\$85.47	\$83.47	\$82.47	\$81.47	\$79.47	\$77.47	\$75.47	\$74.47
1.45	\$92.64	\$91.14	\$89.64	\$87.64	\$85.64	\$84.64	\$83.64	\$81.64	\$79.64	\$77.64	\$76.64
1.50	\$94.81	\$93.31	\$91.81	\$89.81	\$87.81	\$86.81	\$85.81	\$83.81	\$81.81	\$79.81	\$78.81
1.55	\$98.98	\$97.48	\$95.98	\$93.98	\$91.98	\$90.98	\$89.98	\$87.98	\$85.98	\$83.98	\$82.98
1.60	\$101.15	\$99.65	\$98.15	\$96.15	\$94.15	\$93.15	\$92.15	\$90.15	\$88.15	\$86.15	\$85.15
1.65	\$103.31	\$101.81	\$100.31	\$98.31	\$96.31	\$95.31	\$94.31	\$92.31	\$90.31	\$88.31	\$87.31
1.70	\$105.48	\$103.98	\$102.48	\$100.48	\$98.48	\$97.48	\$96.48	\$94.48	\$92.48	\$90.48	\$89.48
1.75	\$109.65	\$108.15	\$106.65	\$104.65	\$102.65	\$101.65	\$100.65	\$98.65	\$96.65	\$94.65	\$93.65
1.80	\$111.82	\$110.32	\$108.82	\$106.82	\$104.82	\$103.82	\$102.82	\$100.82	\$98.82	\$96.82	\$95.82
1.85	\$113.99	\$112.49	\$110.99	\$108.99	\$106.99	\$105.99	\$104.99	\$102.99	\$100.99	\$98.99	\$97.99
1.90	\$117.16	\$115.66	\$114.16	\$112.16	\$110.16	\$109.16	\$108.16	\$106.16	\$104.16	\$102.16	\$101.16
1.95	\$119.32	\$117.82	\$116.32	\$114.32	\$112.32	\$111.32	\$110.32	\$108.32	\$106.32	\$104.32	\$103.32
2.00	\$121.49	\$119.99	\$118.49	\$116.49	\$114.49	\$113.49	\$112.49	\$110.49	\$108.49	\$106.49	\$105.49
2.05	\$123.66	\$120.66	\$118.66	\$116.66	\$114.66	\$113.66	\$112.66	\$110.66	\$108.66	\$106.66	\$105.66
2.10	\$125.83	\$122.83	\$120.83	\$118.83	\$116.83	\$115.83	\$114.83	\$112.83	\$110.83	\$108.83	\$107.83
2.15	\$128.00	\$125.00	\$123.00	\$121.00	\$120.00	\$119.00	\$117.00	\$115.00	\$113.00	\$111.00	\$110.00
2.20	\$130.17	\$127.17	\$125.17	\$123.17	\$122.17	\$121.17	\$119.17	\$117.17	\$115.17	\$113.17	\$112.17
2.25	\$132.33	\$129.33	\$127.33	\$125.33	\$124.33	\$123.33	\$121.33	\$119.33	\$117.33	\$115.33	\$114.33
2.30	\$134.50	\$131.50	\$129.50	\$127.50	\$126.50	\$125.50	\$123.50	\$121.50	\$119.50	\$117.50	\$116.50
2.35	\$136.67	\$133.67	\$131.67	\$129.67	\$128.67	\$127.67	\$125.67	\$123.67	\$121.67	\$119.67	\$118.67
2.40	\$138.84	\$135.84	\$133.84	\$131.84	\$130.84	\$129.84	\$127.84	\$125.84	\$123.84	\$121.84	\$120.84
2.45	\$141.01	\$138.01	\$136.01	\$134.01	\$133.01	\$132.01	\$130.01	\$128.01	\$126.01	\$124.01	\$123.01
2.50	\$143.18	\$140.18	\$138.18	\$136.18	\$135.18	\$134.18	\$132.18	\$130.18	\$128.18	\$126.18	\$125.18

GENERAL

Non-Subscriber Distribution Only

Commissionable, Cost Per Thousand Pieces

Weight In Ounces

	K	J	I	H	G	F	E	D	C	B	A
0.25	\$42.09	\$40.37	\$38.64	\$36.34	\$34.04	\$32.89	\$31.74	\$29.44	\$27.14	\$24.84	\$23.69
0.26	\$44.59	\$42.86	\$41.14	\$38.84	\$36.54	\$35.39	\$34.24	\$31.94	\$29.64	\$27.34	\$26.19
0.30	\$44.59	\$42.86	\$41.14	\$38.84	\$36.54	\$35.39	\$34.24	\$31.94	\$29.64	\$27.34	\$26.19
0.35	\$47.08	\$45.35	\$43.63	\$41.33	\$39.03	\$37.88	\$36.73	\$34.43	\$32.13	\$29.83	\$28.68
0.36	\$49.57	\$47.85	\$46.12	\$43.82	\$41.52	\$40.37	\$39.22	\$36.92	\$34.62	\$32.32	\$31.17
0.40	\$49.57	\$47.85	\$46.12	\$43.82	\$41.52	\$40.37	\$39.22	\$36.92	\$34.62	\$32.32	\$31.17
0.45	\$52.07	\$50.34	\$48.62	\$46.32	\$44.02	\$42.87	\$41.72	\$39.42	\$37.12	\$34.82	\$33.67
0.50	\$54.56	\$52.83	\$51.11	\$48.81	\$46.51	\$45.36	\$44.21	\$41.91	\$39.61	\$37.31	\$36.16
0.51	\$57.05	\$55.33	\$53.60	\$51.30	\$49.00	\$47.85	\$46.70	\$44.40	\$42.10	\$39.80	\$38.65
0.55	\$57.05	\$55.33	\$53.60	\$51.30	\$49.00	\$47.85	\$46.70	\$44.40	\$42.10	\$39.80	\$38.65
0.60	\$59.55	\$57.82	\$56.10	\$53.80	\$51.50	\$50.35	\$49.20	\$46.90	\$44.60	\$42.30	\$41.15
0.61	\$62.04	\$60.32	\$58.59	\$56.29	\$53.99	\$52.84	\$51.69	\$49.39	\$47.09	\$44.79	\$43.64
0.65	\$62.04	\$60.32	\$58.59	\$56.29	\$53.99	\$52.84	\$51.69	\$49.39	\$47.09	\$44.79	\$43.64
0.70	\$64.53	\$62.81	\$61.08	\$58.78	\$56.48	\$55.33	\$54.18	\$51.88	\$49.58	\$47.28	\$46.13
0.71	\$67.03	\$65.30	\$63.58	\$61.28	\$58.98	\$57.83	\$56.68	\$54.38	\$52.08	\$49.78	\$48.63
0.75	\$67.03	\$65.30	\$63.58	\$61.28	\$58.98	\$57.83	\$56.68	\$54.38	\$52.08	\$49.78	\$48.63
0.80	\$71.82	\$70.10	\$68.37	\$66.07	\$63.77	\$62.62	\$61.47	\$59.17	\$56.87	\$54.57	\$53.42
0.81	\$74.31	\$72.59	\$70.86	\$68.56	\$66.26	\$65.11	\$63.96	\$61.66	\$59.36	\$57.06	\$55.91
0.85	\$74.31	\$72.59	\$70.86	\$68.56	\$66.26	\$65.11	\$63.96	\$61.66	\$59.36	\$57.06	\$55.91
0.90	\$76.81	\$75.08	\$73.36	\$71.06	\$68.76	\$67.61	\$66.46	\$64.16	\$61.86	\$59.56	\$58.41
0.91	\$79.30	\$77.58	\$75.85	\$73.55	\$71.25	\$70.10	\$68.95	\$66.65	\$64.35	\$62.05	\$60.90
0.95	\$79.30	\$77.58	\$75.85	\$73.55	\$71.25	\$70.10	\$68.95	\$66.65	\$64.35	\$62.05	\$60.90
1.00	\$81.80	\$80.07	\$78.35	\$76.05	\$73.75	\$72.60	\$71.45	\$69.15	\$66.85	\$64.55	\$63.40
1.05	\$86.59	\$84.86	\$83.14	\$80.84	\$78.54	\$77.39	\$76.24	\$73.94	\$71.64	\$69.34	\$68.19
1.10	\$89.08	\$87.36	\$85.63	\$83.33	\$81.03	\$79.88	\$78.73	\$76.43	\$74.13	\$71.83	\$70.68
1.15	\$91.58	\$89.85	\$88.13	\$85.83	\$83.53	\$82.38	\$81.23	\$78.93	\$76.63	\$74.33	\$73.18
1.20	\$94.07	\$92.34	\$90.62	\$88.32	\$86.02	\$84.87	\$83.72	\$81.42	\$79.12	\$76.82	\$75.67
1.25	\$96.56	\$94.84	\$93.11	\$90.81	\$88.51	\$87.36	\$86.21	\$83.91	\$81.61	\$79.31	\$78.16
1.30	\$99.06	\$97.33	\$95.61	\$93.31	\$91.01	\$89.86	\$88.71	\$86.41	\$84.11	\$81.81	\$80.66
1.35	\$101.55	\$99.83	\$98.10	\$95.80	\$93.50	\$92.35	\$91.20	\$88.90	\$86.60	\$84.30	\$83.15
1.40	\$104.04	\$102.32	\$100.59	\$98.29	\$95.99	\$94.84	\$93.69	\$91.39	\$89.09	\$86.79	\$85.64
1.45	\$106.54	\$104.81	\$103.09	\$100.79	\$98.49	\$97.34	\$96.19	\$93.89	\$91.59	\$89.29	\$88.14
1.50	\$109.03	\$107.31	\$105.58	\$103.28	\$100.98	\$99.83	\$98.68	\$96.38	\$94.08	\$91.78	\$90.63
1.55	\$113.82	\$112.10	\$110.37	\$108.07	\$105.77	\$104.62	\$103.47	\$101.17	\$98.87	\$96.57	\$95.42
1.60	\$116.32	\$114.59	\$112.87	\$110.57	\$108.27	\$107.12	\$105.97	\$103.67	\$101.37	\$99.07	\$97.92
1.65	\$118.81	\$117.09	\$115.36	\$113.06	\$110.76	\$109.61	\$108.46	\$106.16	\$103.86	\$101.56	\$100.41
1.70	\$121.31	\$119.58	\$117.86	\$115.56	\$113.26	\$112.11	\$110.96	\$108.66	\$106.36	\$104.06	\$102.91
1.75	\$126.10	\$124.37	\$122.65	\$120.35	\$118.05	\$116.90	\$115.75	\$113.45	\$111.15	\$108.85	\$107.70
1.80	\$128.59	\$126.87	\$125.14	\$122.84	\$120.54	\$119.39	\$118.24	\$115.94	\$113.64	\$111.34	\$110.19
1.85	\$131.09	\$129.36	\$127.64	\$125.34	\$123.04	\$121.89	\$120.74	\$118.44	\$116.14	\$113.84	\$112.69
1.90	\$134.73	\$133.00	\$131.28	\$128.98	\$126.68	\$125.53	\$124.38	\$122.08	\$119.78	\$117.48	\$116.33
1.95	\$137.22	\$135.50	\$133.77	\$131.47	\$129.17	\$128.02	\$126.87	\$124.57	\$122.27	\$119.97	\$118.82
2.00	\$139.72	\$137.99	\$136.27	\$133.97	\$131.67	\$130.52	\$129.37	\$127.07	\$124.77	\$122.47	\$121.32
2.05	\$142.21	\$138.76	\$136.46	\$134.16	\$133.01	\$131.86	\$129.56	\$127.26	\$124.96	\$123.81	\$122.66
2.10	\$144.70	\$141.25	\$138.95	\$136.65	\$135.50	\$134.35	\$132.05	\$129.75	\$127.45	\$126.30	\$125.15
2.15	\$147.20	\$143.75	\$141.45	\$139.15	\$138.00	\$136.85	\$134.55	\$132.25	\$129.95	\$128.80	\$127.65
2.20	\$149.69	\$146.24	\$143.94	\$141.64	\$140.49	\$139.34	\$137.04	\$134.74	\$132.44	\$131.29	\$130.14
2.25	\$152.18	\$148.73	\$146.43	\$144.13	\$142.98	\$141.83	\$139.53	\$137.23	\$134.93	\$133.78	\$132.63
2.30	\$154.68	\$151.23	\$148.93	\$146.63	\$145.48	\$144.33	\$142.03	\$139.73	\$137.43	\$136.28	\$135.13
2.35	\$157.17	\$153.72	\$151.42	\$149.12	\$147.97	\$146.82	\$144.52	\$142.22	\$139.92	\$138.77	\$137.62
2.40	\$159.67	\$156.22	\$153.92	\$151.62	\$150.47	\$149.32	\$147.02	\$144.72	\$142.42	\$141.27	\$140.12
2.45	\$162.16	\$158.71	\$156.41	\$154.11	\$152.96	\$151.81	\$149.51	\$147.21	\$144.91	\$143.76	\$142.61
2.50	\$164.65	\$161.20	\$158.90	\$156.60	\$155.45	\$154.30	\$152.00	\$149.70	\$147.40	\$146.25	\$145.10

SPECIFICATIONS & DELIVERY INSTRUCTIONS FOR SHOPLOCAL/SHOPWISE (TMC)

Specifications

- Sizes
Minimum size: 3"x 5"
Maximum size: 11"x 12.5"
 - 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.
- Metal objects such as keys, coins, etc. attached to any page are not acceptable.
 - Die-cut inserts must be submitted in advance for approval.
 - Political advertising: Political copy must be identified "Political Advertisement" on each page. Consult your Advertising Sales Representative for more information.
 - Sections with or simulating editorial content must be identified "Advertising Supplement" on every page.
 - Spoilage: Preprint quantities under 100,000 pieces require 4% spoilage
Preprint quantities over 100,000 pieces require 2% spoilage

Packing Requirements

- 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.
- 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.
- 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.
- Each skid should be of the same size and contain the same number of inserts (end of run pallet excepted).
- 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.
- 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 nonsubscriber 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 WRAP RATES

See your advertising sales representative for shopLocal/shopwise rates.

Cancellation Policy: Advertisements that are cancelled after signed Client Confirmation or Wrap Insertion Order will be assessed a cancellation fee from 10% to 50% of the canceled revenue amount, depending on when the booking was canceled.

Cancellation Date Prior to Publication Date	Cancellation Fee
91 - 150 days	10%
90 - 46 days	20%
Within 45 days*	50%

Note: Client may be charged for production-related costs incurred at time of cancellation.

SHOPLOCAL/SHOPWISE WRAP PROGRAM

SL/SW Friday Wrap

The Friday SL/SW wrap is a four color, 4 page advertisement that “wraps” around preprinted inserts. The wrap features six display advertisement positions.

- Distribution in Friday Los Angeles Times and non-duplicated distribution via U.S. mail, to non-subscribers.
- Serves as the outside piece for the mailed package of inserts, giving you high visibility.
- Over 95% penetration of L.A. DMA.
- Tops home-delivery copy; placed inside the Los Angeles Times for single copy.
- 10 zones (Zip-code based).
- High-quality, 4 color process.

ShopLocal Thursday Wrap

The Thursday SL Wrap is a four color, 4 page advertisement that “wraps” around preprinted inserts. The wrap typically features four different full page advertisements each week, one to a page. The Wrap also offers a banner position for smaller sized advertisements.

- Distribution in Thursday Los Angeles Times
- Tops home-delivery copy; placed inside the Los Angeles Times for single copy
- 5 zones (Zip-code based).
- High-quality, 4 color process.

Specifications

1. Friday SL/SW Wrap image area: 9.5” wide x 5.75” height for front cover; 9.5” wide x 11.5” height for pages 2 and 3; and 9.5” wide x 9” height for back cover; 5-11/16” wide x 2.5” height for front cover banner position; and 3.75” wide x 2.5” height for back cover banner position.
2. Thursday SL Wrap image area: 9.5” wide x 9” height for front cover; 9.5: wide x 11.5” height for inside pages and back cover; 5-11/16” wide x 2.5” height for banner position.
3. Digital ads required.
4. Maximum coupon space: 9.5” wide x 5” high
5. Paper stock: 45# Abitibi offset (83 bright)
6. 4 color process only (no spot colors)
7. Non-bleed.

Digital Delivery of Ads

As an advertiser of the Los Angeles Times, you may submit your ad electronically. There are several ways to do this: Ad Transit is a free digital service provided by the Los Angeles Times or via another third party vendor. The advantages of digital transmission are that you have greater control over the ad and that reproduction quality is improved. For more information, please log on to www.latimes.com/ads/dasweb.

Production

Please ask your Advertising Sales Representative for a comprehensive Production Guidelines book.

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 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. Please see page 3 for delivery instructions.

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

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

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.