

2007 RATES

TV Times Retail

Los Angeles Times
MEDIA GROUP

TV TIMES RETAIL

PERSONNEL

Publisher and Chief Executive Officer
David Hiller

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

VP of Entertainment
Lynne Segall (213) 237-5250

Manager- Media Advertising
Lisa Zeni (213) 237-3120

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 cross-media 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

TV TIMES.

Where people continue to look before they watch.

Born 46 years ago in the Golden Age of television, Sunday Los Angeles Times readers still stay tuned to TV TIMES. Why? Because it's a comprehensive, viewer-friendly guide to 20 television stations and 50 cable channels in the L.A. market! Now offering more advertising options than ever before, make TV TIMES your first choice in reaching the nation's second largest television market. Call and reserve your space today!

Lisa Zeni - **213-237-3120**

To advertise in TV TIMES, call the telephone number above,
For contact your Los Angeles Times sales representative today.

Advertising Opportunities

From the front to the back, TV TIMES offers a variety of valuable and highly visible advertising options:

Premium Positions

Cover Wrap: Open \$35,000 /6x \$30,000 (net)
Here's a unique opportunity to run an ad on the front of an editorial section. This four-color wrap is printed on high-quality, glossy paper, and is stitched onto the cover of TV TIMES.

Cover Wrap: (net)

Los Angeles	\$12,800
San Fernando Valley/Ventura	\$9,000
San Gabriel Valley/Inland Empire	\$8,300
Orange County	\$7,500

Newsprint Pop-Out: Open \$35,000 /6x \$30,000 (net)
Talk about a prime-time opportunity. This four-page insert pops out an extra 3/4" past the edge of the magazine. So you get special visibility plus extra space for your advertising message.

Back Cover: Open \$20,000 /6x \$15,000 (net)
Take advantage of the seven-day shelf-life of TV TIMES with this can't miss position. Includes four-color.

Targeted Sizes (net)	Open	6x
Inside Front/Back cover	\$16,000	\$9,000
Full Page (50 in.):	\$15,000	\$7,500
1/2 Page (25 in.):	\$7,500	\$3,750
1/5 Page (10 in.):	\$3,000	\$1,500
1/10 Page (4 in.):	\$2,100	\$1,050
1/20 Page (2.5 in.):	\$1,050	\$525
Strip (3.75 in.)	\$2,100	\$1,050

Advertising Deadlines

Space: 3 p.m., 13 days before publication date.
Digital Copy: 13 days before publication date.

Wrap Deadlines

Space: Noon, 30 days before publication date.
Digital Copy: 23 days before publication date.

For Advertising Terms and Conditions please refer to the web at
<http://www.latimes.com/extras/ads/pdf/terms.pdf>