

# Wednesday

# Los Angeles Times

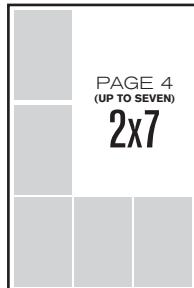
## MAIN NEWS



### PA2 25%

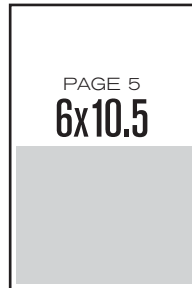
P25 should be put in the discount field in Admarc.

52 Week Commitment



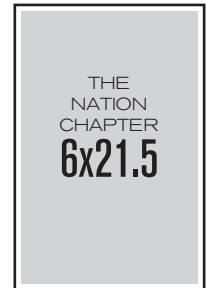
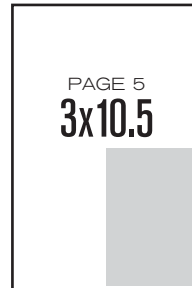
### PA4 15%

P15 should be put in the discount field in Admarc.



### PA5 15%

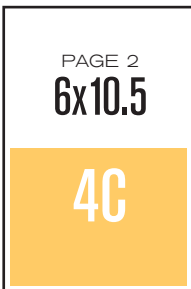
P15 should be put in the discount field in Admarc.



### Nation

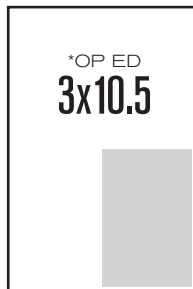
Should be put in the position request field in Admarc.

## CALIFORNIA



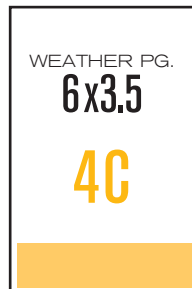
### PA2

Education Theme



### \*OPED 10%

The Op Ed position requires a three day advance notice to order, change or



### BC

The weather page appears on the back cover of the section

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## 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.

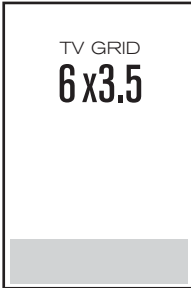
**Standing Columns**  
**Women's Basketball**  
Mike Terry

**Preps and Soccer**

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## CALENDAR



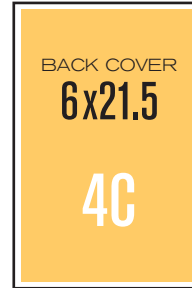
GRD



BRP



ABBY



BC 10<sup>96</sup>

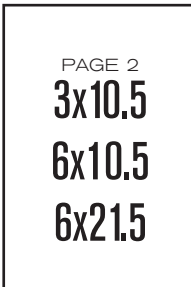
P10 should be put in the discount field in Admarc.

## STYLE



STYL

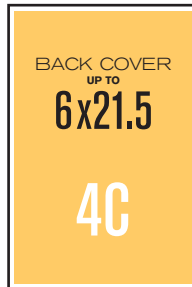
## FOOD



PA2



WINE



BC