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Build message and product awareness on **latimes.com's** registration page. As a co-registrant, you have the ability to collect qualified leads from thousands of readers that register for **latimes.com** each month.

With our required-registration process, users provide geographic and demographic information that enables you to effectively target your ideal audience. Leads that include name, phone number, email, and other data components within your targeting criteria will be verified in real time and delivered to the advertiser on a daily or weekly basis.

### Format

- **Headline:** 55 characters max.
- **Text:** 250 characters max.
- **Logo:** 120 x 60 pixels

**Contact:** For more information, please call your **latimes.com** Sales Representative or Elaine Zinngabe at 800-LATIMES, ext. 32552