



Effective January 1, 2010

Local Retail Display Ad Rates

Full Run 250,000 Circulation

Modular	Col x Inches	Open Rate
Full Page	6 x 21.00	\$5,925
3/4 Page	6 x 15.75	\$4,543
2/3 Page	6 x 14.00	\$4,038
	4 x 21.00	
1/2 Page	6 x 10.5	\$3,127
	4 x 15.75	
	3 x 21.00	
1/3 Page	6 x 7.00	\$2,195
	4 x 10.5	
	3 x 14.00	
	2 x 21	
1/4 Page	6x 5.25	\$1,646
	3 x 10.5	
	2 x 15.75	

* Above rates reflect a modular discount
 - Full page, 15% - 3/4 & 2/3 page, 13% - 1/2 page, 10%, 1/3 and 1/4 page, 5%

***Los Angeles Newspaper Group (Lang) advertisers qualify for the 26 - time rate**

Full Color: \$600
Per Column Inch Frequency Rates

All Other Ad Sizes	Open Rate
Inch Rates	\$55

Per Column Inch Frequency Rates (net)

4x	8x	13x	26x	48x
10%	20%	30%	35%	40%

Special Position Ads

A1 Front Page Strip 6x1	\$600 Full color
2x4" Front Page	\$800 Full Color

Ad position cannot be guaranteed.

All rates are net. All rates are subject to change. All rates are "per insertion".
 Frequency discount based on a 12 month commitment.

CIRCULATION: 242,305 Home Delivered Saturday
 Free translation from English to Spanish available

Space Reservation: 3 p.m. Monday
Material Deadline/Final Film: Noon, Tuesday
Translations/Ad Design: Friday prior

Local Retail Zone

(1 Zone; 125,000 Circulation)

Modular	Col x Inches	Open Rate
Full Page	6 x 21.00	\$3,555
3/4 Page	6 x 15.75	\$2,726
2/3 Page	6 x 14.00	\$2,423
	4 x 21.00	
1/2 Page	6 x 10.5	\$1,876
	4 x 15.75	
	3 x 21.00	
1/3 Page	6 x 7.00	\$1,317
	4 x 10.5	
	3 x 14.00	
	2 x 21	
1/4 Page	6x 5.25	\$988
	3 x 10.5	
	2 x 15.75	

* Above rates reflect a modular discount
 - Full page, 15% - 3/4 & 2/3 page, 13% - 1/2 page, 10%, 1/3 and 1/4 page, 5%

***Los Angeles Newspaper Group (Lang) advertisers qualify for the 26 - time rate**

Full Color: \$360
Per Column Inch Frequency Rates

All Other Ad Sizes	Open Rate
Inch Rates	\$33

Per Column Inch Frequency Rates (net)

4x	8x	13x	26x	48x
10%	20%	30%	35%	40%

Special Position Ads

A1 Front Page Strip 6x1	\$360 Full color
2x4" Front Page	\$480 Full color