

Entertainment

2009 Rates



Live Entertainment
Theme Parks
Sports Teams & Arenas
Music Labels
Book Publishers

Los Angeles Times
MEDIA GROUP

Entertainment Rates - 2009 Rates effective January 1, 2009

Entertainment Display Advertising

Non-Commissionable

Full-Run Circulation - Black & White Rates*

Contract Level	Daily Cost Per Inch	Sunday Cost Per Inch
Open Contracts	\$509	\$678
Pages		
1/2 page	\$430	\$541
1	\$414	\$524
2	\$403	\$508
5	\$360	\$449
10	\$350	\$438
15	\$340	\$425
20	\$334	\$419
25	\$327	\$414
30	\$318	\$408
40	\$308	\$397
60	\$281	\$362

* Includes ad in print to web area in latimes.com for 7 days. Based on modular sizes. All non-modular ad sizes will be charged a 10% surcharge. A standard full page is 129 inches.

Standard size double truck is charged as 279.50 inches.

Color Rates

Non-Commissionable

Add the prices listed below to black-and-white rates.

Up to one standard size page or tabloid double truck

Full-Run California Circulation	Four Color
Daily	\$7,730
Sunday	\$9,280

Music Label Advertising

Full-Run Circulation - Black & White Rates

Commissionable - Modular Sizes*

Contract Level	Daily Cost Per Inch	Sunday Cost Per Inch
Open	\$404	\$468

*Based on modular sizes. All non-modular ad sizes will be charged a 10% surcharge.

Color Rates

Commissionable

Add the prices listed below to black-and-white rates.

Up to one standard size page or tabloid double truck

Full-Run Circulation	Four Color
Daily	\$8,825
Sunday	\$10,000

Book Publisher Display Advertising

Full-Run Circulation - Black & White Rates*

Contract Level	Daily Cost Per Inch	Sunday Cost Per Inch	Sunday Book Review
Open	\$499	\$610	\$258
Full page	\$45,060	\$55,083	\$14,835

*Based on Modular sizes. All Non-Modular Ad sizes will be charged a 10% surcharge.

Color Rates

The 4-color rate is \$2,700 for up to one standard size page. Advertisers will usually be given advance notice, but this can't be guaranteed.

Discount Opportunities

Promote a first-time author at a daily rate of \$414 per column inch. Discount not available for Sunday ads.

Pick up your ad and run it in another issue of the Los Angeles Times, including Book Review, during the billing week (Monday through Sunday) and receive a 35% discount. Must be the same ad.

The Book Mark

Sunday: \$244 per inch

Maximum ad size: 8 column inches

Entertainment Display

Rates in this category apply to:

Live stage, concert venues, entertainment centers, concert promoters, theme parks, ticket brokers or any entertainment event (whether or not admission is charged), sports arenas, sporting teams, trade shows, conventions and other related sporting events.

Entertainment Discounts

Live stage, concert venues, entertainment centers, concert promoters, theme parks, ticket brokers or any entertainment event, whether or not admission is charged.

Weekday Discounts

Pick up your ad on any weekday (Monday - Saturday), and receive a 50% discount. Must be the same ad, same size.

Sunday Calendar Discounts

Ad Size	Discount
129" (Full Page)	50% off contract rate
31.5" (1/4 page) or larger	35% off contract rate

All discounted ads qualify for contract fulfillment at 100% of volume.

Sports Discounts

Sports arenas, sporting teams, trade shows, conventions and other related sporting events. Additional ads picked up during a billing week (Monday through Sunday) before or after the highest full-priced ad receive a 25% discount. Must be the same ad. Discount ads apply to contract fulfillment at 75% of the volume.

Music Label Advertising

Rates in this category apply to:

Music labels (non-retailers).

Sunday Calendar

1. Printed offset
2. Distributed to Full Circulation
3. Rates: ROP Sunday space and color rates apply
4. Closing Times: See "ROP Deadlines." Color copy: Monday, 5 pm
5. Color is subject to availability

For More Information

latimes.com/mediakit

1.800.LA TIMES