

# Motion Pictures

2009 Rates



**Los Angeles Times**  
MEDIA GROUP

# Motion Pictures Rates - 2009

Rates effective January 1, 2009

## Full-Run Black & White Rates

	Monday - Wednesday	Thursday	Friday	Saturday	Sunday
Partial Ads (PCI)	\$350	\$350	\$380	\$380	\$409
Full Page Ads	\$43,820	\$16,560	\$45,021	\$23,220	\$47,214
Double Trucks	\$95,030	\$36,432	\$95,030	\$47,515	\$86,645

## Full-Run Color Rates

Add color rates to the black-and-white rates above

	Monday - Wednesday	Thursday	Friday	Saturday	Sunday
Up to one standard page Four Color	\$8,525	\$8,525	\$8,900	\$8,900	\$9,135
Double Truck Four Color	\$17,045	\$17,045	\$17,045	\$17,045	\$17,485
Benday	\$2,100	\$2,100	\$2,100	\$2,100	\$2,600

All non-modular ad size will be charged a 10% surcharge.

All combo ads will be billed at the partial column inch rate.

## Priority Positions in Calendar

Available on a first-come basis

First-available position for the following ad size:

Ad Size	Add
4 x 15.75"	25%
4 x 21"	25%

## Premium Positions in Thursday & Sunday Calendar

Available on a first-come basis

Page & Ad Size	Add
Page 2	
2 x 10.5"	20%
2 x 21"	20%
4 x 10.5"	20%
6 x 10.5"	25%
Page 4	
2 x 21"	10%
2 x 10.5"	10%

## Discounts

### 50% Non-Calendar Discount

Run an ad in any section other than Calendar, Main News, or Opinion and receive a 50% discount. The pick-up discount applies to any size ad.

### 25% Main News Pick-up Discount

Receive a 25% pick-up discount on your Main News ad when you run a base ad in calendar. The pick-up discount applies to any size ad.

## Late Fees

A \$1,000 processing fee will apply to ad materials submitted after the late fee deadline.

## For More Information

latimes.com/mediakit

1.800.LA Times