



LOS ANGELES NEWSPAPER GROUP
langnews.com

MAJOR RETAIL ADVERTISING RATES

Effective Date: January 1, 2009

21860 Burbank Blvd. #120 • Woodland Hills, CA 91367
 Call Toll-Free: 877 BUY-LANG (289-5264) • fax 818 713-3009

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 Major Accounts
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1. TERMS & CONDITIONS

- a. Approved credit application required to net 30 day terms. Signed contract required to earn other than open rate. Courtesy line of credit available based upon request.
- b. Display advertising accepted on a cash with order basis until credit has been approved. VISA, MC, American Express, Discover Card accepted.
- c. Advertising agencies which place advertisements for and receive statements for their customers are acting as agents for the customer.
- d. Contracts may not be back-dated more than 30 days. Retroactive rate adjustments will be administered once per fiscal year. Advertiser will not receive contract rate until contract is received and approved. The Los Angeles Newspaper Group reserves the right to apply a 5% rate adjustment on all unsigned/expired contracts 30 days past the acknowledged contract period start date. All advertisers will be given a 90-day notice of their contract expiration status in consideration of the terms of this adjustment to formalize their advertising plans. Contracts signed after the 30-day grace period will receive an automatic re-rate if applicable.
- e. Placement of any advertising constitutes a specific representation by the advertiser of the advertiser's solvency, and that such advertising will be paid in full in keeping with the Los Angeles Newspaper Group's (LANG) credit policy.
- f. We can accept late payments or partial payments, pre-approved Visa and Mastercard, American Express, Discover, checks or money orders marked "paid in full" without losing any of our rights or agreements. For billing inquiries call (818) 713-3538.
- g. Advertisers signing revenue contracts will be billed at rates on current effective rate card and rebilled at higher rate if contract is not fulfilled, or credited if lower rate is earned during contract year. Earned discounts will be given in the form of a credit toward future advertising to customers who exceed dollar volume contract, but will be limited to one level above amount of original contract.
- h. In the event of suit to effect payment of this account, the jurisdiction will be the Municipal Court of Los Angeles Judicial District, County of Los Angeles, State of California or the Superior Court of California, Los Angeles. If judgement is entered against advertiser, actual attorney fees and court costs will be charged.

2. POLICY

- a. All advertisements will be billed in column inches with quarter inch minimum increments.
- b. Every effort will be made to return photographs or other materials furnished by advertisers upon their request, but LANG cannot be held responsible in case of loss or damage.
- c. LANG reserves the right to refuse, alter, edit or omit any advertising submitted for publication, including adding the words "Paid Advertisement" above any advertisement set to resemble news matter.
- d. Dates and times for cancellation of advertisement are the same as

- e. the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadlines will be accommodated for a 25% charge of advertisement cost.
- e. Proofs are for error correction only. Layout revisions and/or extensive changes will result in composition charges.
- f. LANG 's liability shall at no time in any way exceed the cost of the space involved. Any error in any advertisement should be reported immediately as LANG's liability is limited to first insertion, and ceases completely if not reported within five days of publication date. LANG will provide a letter of correction specifying any error in an insertion.
- g. Publisher reserves the right to change advertising rates at any time. Contract advertisers will be given notice in writing 30 days prior and all contracts are accepted subject to this reservation. If such revisions are not acceptable to the advertiser, the advertiser shall have the right to resign or terminate the contract upon the date of change, by writing the newspaper upon notice of change.
- h. Local LANG newspaper rate cards do not apply to LANG advertisers.

3. CONTRACT & COPY REGULATIONS

- a. The rates listed apply only to Major retail advertising. Rates for general, co-op, classified and entertainment are available upon request.
- b. Contracts will be accepted from an individual advertiser and may be drawn to include its subsidiaries.

4. ADVERTISING RATES (all rates are net)

2009 LANG Volume Rates

Volume Level	LADN	SGVN	LBPT	IVDB	SBS	RDF	TDB	LANG
DAILY								
OPEN	110.00	88.00	90.00	60.00	75.00	20.00	54.00	490.00
500"	96.00	86.00	87.00	57.00	70.00	18.00	53.00	460.00
1,000"	92.00	83.00	84.00	54.00	68.00	16.00	52.00	440.00
2,500"	88.00	79.00	80.00	50.00	66.00	15.00	51.00	425.00
5,000"	85.00	74.00	77.00	47.00	63.00	14.00	50.00	400.00
10,000"	84.00	70.00	73.00	43.00	60.00	13.00	49.00	375.00
25,000"	83.00	65.00	69.00	45.00	56.00	12.00	48.00	340.00

SUNDAY

OPEN	117.00	92.00	95.00	62.00	79.00	21.00	61.00	515.00
500"	112.00	91.00	93.00	60.00	76.00	20.00	60.00	495.00
1,000"	107.00	89.00	90.00	58.00	74.00	19.00	59.00	480.00
2,500"	104.00	87.00	86.00	56.00	70.00	18.00	58.00	470.00
5,000"	100.00	80.00	82.00	54.00	67.00	17.00	57.00	450.00
10,000"	96.00	75.00	77.00	51.00	64.00	15.00	56.00	425.00
25,000"	91.00	72.00	73.00	48.00	60.00	13.00	55.00	395.00

A. Frequency Discounts

Advertisers can qualify for a special discount program. Contracts pay contract rate for first insertion, 25% discount for second insertion. Repeat ads running 3 or more times per week will receive a 50% discount off 3rd – 7th ads. Qualifications for the discount are the following:

- 1) All ads must be a straight pick up and within a 7-day period from first insertion.

B. ROP Color

1 color and Black	\$3,230
2 colors and Black	\$4,328
3 colors and Black	\$5,714
(Color separation charges additional)	

Color accepted every publication day, subject to availability.

All charges are based on standard ANPA-AAAA color numbers.

C. Holiday Rates

Sunday ROP rates and Sunday pre-print quantities and rates will be required for pre-print advertising on Thanksgiving Day, Christmas Day and New Year's Day.

5. PREPRINTED SUPPLEMENTS

A. Annual Retail Preprint Rates

Rates apply to the following newspapers: LA Daily News, Long Beach Press-Telegram, Pasadena Star-News, San Bernardino Sun, San Gabriel Valley Tribune, Whittier Daily News, Inland Valley Daily Bulletin, Redlands Daily Facts, Torrance Daily Breeze

Sunday

ANNUAL CONTRACT

Cost per thousand

	<u>6 mil.</u>	<u>9 mil.</u>	<u>15 mil.</u>	<u>23.5 mil.</u>	<u>35+ mil.</u>
Card Insert	\$37.00	\$35.00	\$33.50	\$32.00	\$30.00
4 tab/2 Std	47.50	46.50	46.00	45.00	44.00
8 tab/4 Std	50.00	49.50	48.00	47.00	46.00
12 tab/6 Std	52.50	50.50	49.50	48.00	47.00
16 tab/8 Std	55.00	53.50	52.50	50.50	49.50
20 tab/10 Std	57.50	56.00	55.00	53.50	52.50
24 tab/12 Std	60.00	58.50	57.50	56.00	55.00
28 tab/14 Std	63.00	61.50	60.00	58.50	57.50
32 tab/16 Std	66.00	64.00	63.00	61.50	60.50
36 tab/18 Std	68.00	67.00	66.00	64.00	63.00
40 tab/20 Std	71.00	69.50	68.00	67.00	66.00
44 tab/22 Std	73.00	72.00	71.00	69.50	68.00
48 tab/24 Std	76.00	74.00	73.00	72.00	71.00
52 tab/26 Std	79.00	78.00	76.00	75.00	73.00
56 tab/28 Std	82.00	80.00	79.00	77.50	76.00

Daily

Cost per thousand

	<u>6 mil.</u>	<u>9 mil.</u>	<u>15 mil.</u>	<u>23.5 mil.</u>	<u>35+ mil.</u>
Card Insert	\$35.00	\$33.00	\$31.50	\$30.00	\$28.00
4 tab/2 Std	45.50	44.50	44.00	43.00	42.00
8 tab/4 Std	48.00	47.50	46.00	45.00	44.00
12 tab/6 Std	50.50	48.50	47.50	46.00	45.00
16 tab/8 Std	53.00	51.50	50.50	48.50	47.50
20 tab/10 Std	55.50	54.00	53.00	51.50	50.50
24 tab/12 Std	58.00	56.50	55.50	54.00	53.00
28 tab/14 Std	61.00	59.50	58.00	56.50	55.50
32 tab/16 Std	64.00	62.00	61.00	59.50	58.50
36 tab/18 Std	66.00	65.00	64.00	62.00	61.00
40 tab/20 Std	69.00	67.50	66.00	65.00	64.00
44 tab/22 Std	71.00	70.00	69.00	67.50	66.00
48 tab/24 Std	74.00	72.00	71.00	70.00	69.00
52 tab/26 Std	77.00	76.00	74.00	73.00	71.00
56 tab/28 Std	80.00	78.00	77.00	75.50	74.00

Full-Run

To qualify for full-run rates for any of the LANG publications, advertisers must purchase quantities equal to full-run home distribution in that particular paper, or purchase a minimum in any combination of LANG publications of 400,000 pieces per insertion.

Sunday

Frequency

	<u>1-5x</u>	<u>6-11x</u>	<u>12-23x</u>	<u>24-47x</u>	<u>48x +</u>
Card Insert	\$39.00	\$36.50	\$35.00	\$34.00	\$32.00
4 tab/2 Std	52.50	52.00	50.00	48.50	47.50
8 tab/4 Std	53.50	53.00	52.50	51.00	50.00
12 tab/6 Std	55.50	54.50	53.50	53.00	52.00
16 tab/8 Std	58.00	57.00	56.00	55.50	55.00
20 tab/10 Std	60.50	60.00	59.00	58.00	57.50
24 tab/12 Std	63.00	62.00	61.50	61.00	60.00
28 tab/14 Std	66.00	65.00	64.50	63.50	63.00
32 tab/16 Std	68.00	67.50	67.00	66.50	65.00
36 tab/18 Std	71.50	70.50	70.50	69.00	68.00
40 tab/20 Std	74.00	73.00	72.50	72.00	71.00
44 tab/22 Std	76.50	75.50	75.00	74.50	73.00
48 tab/24 Std	79.00	78.50	78.00	76.50	76.00
52 tab/26 Std	82.00	81.50	80.00	79.50	78.50
56 tab/28 Std	85.00	83.50	83.50	82.50	82.00

Daily

Frequency

	<u>1-5x</u>	<u>6-11x</u>	<u>12-23x</u>	<u>24-47x</u>	<u>48x +</u>
Card Insert	\$37.00	\$34.50	\$33.00	\$32.00	\$30.00
4 tab/2 Std	50.50	50.00	48.00	46.50	45.50
8 tab/4 Std	51.50	51.00	50.50	49.00	48.00
12 tab/6 Std	53.50	52.50	51.50	51.00	50.00
16 tab/8 Std	56.00	55.00	54.00	53.50	53.00
20 tab/10 Std	58.50	58.00	57.00	56.00	55.50
24 tab/12 Std	61.00	60.00	59.50	59.00	58.00
28 tab/14 Std	64.00	63.00	62.50	61.50	61.00
32 tab/16 Std	66.00	65.50	65.00	64.50	63.00
36 tab/18 Std	69.50	68.50	68.50	67.00	66.00
40 tab/20 Std	72.00	71.00	70.50	70.00	69.00
44 tab/22 Std	74.50	73.50	73.00	72.50	71.00
48 tab/24 Std	77.00	76.50	76.00	74.50	74.00
52 tab/26 Std	80.00	79.50	78.00	77.50	76.50
56 tab/28 Std	83.00	81.50	81.50	80.50	80.00

Part-Run

Less than full-run home delivery

Sunday

Frequency

	<u>1-5x</u>	<u>6-11x</u>	<u>12-23x</u>	<u>24-47x</u>	<u>48x +</u>
Card insert	\$40.00	\$37.50	\$36.00	\$35.00	\$33.50
4 tab/2 Std	53.50	53.00	52.00	50.50	48.50
8 tab/4 Std	61.00	55.50	54.50	53.00	52.00
12 tab/6 Std	69.00	65.00	63.00	59.00	57.00
16 tab/8 Std	82.50	76.50	73.00	70.50	66.50
20 tab/10 Std	90.50	83.50	79.50	76.50	73.00
24 tab/12 Std	94.50	87.50	82.50	78.50	74.50
28 tab/14 Std	96.00	89.00	85.50	79.50	76.00
32 tab/16 Std	97.50	90.50	86.00	81.50	77.50
36 tab/18 Std	98.50	92.00	87.00	82.50	78.50
40 tab/20 Std	99.50	93.50	89.50	83.50	81.50
44 tab/22 Std	101.00	94.50	90.50	85.00	82.50
48 tab/24 Std	102.50	97.50	96.00	86.50	83.50
52 tab/26 Std	104.00	99.50	97.00	88.00	85.50
56 tab/28 Std	105.50	101.00	98.00	89.50	86.50

Daily	Frequency				
	1-5x	6-11x	12-23x	24-47x	48x +
Card insert	\$38.00	\$35.50	\$34.00	\$33.00	\$31.50
4 tab/2 Std	51.50	51.00	50.00	48.50	46.50
8 tab/4 Std	59.00	53.50	52.50	51.00	50.00
12 tab/6 Std	67.00	63.00	61.00	57.00	55.00
16 tab/8 Std	80.50	74.50	71.00	68.50	64.50
20 tab/10 Std	88.50	81.50	77.50	74.50	71.00
24 tab/12 Std	92.50	85.50	80.50	76.50	72.50
28 tab/14 Std	94.00	87.00	83.50	77.50	74.00
32 tab/16 Std	95.50	88.50	84.00	79.50	75.50
36 tab/18 Std	96.50	90.00	85.00	80.50	76.50
40 tab/20 Std	97.50	91.50	87.50	81.50	79.50
44 tab/22 Std	99.00	92.50	88.50	83.00	80.50
48 tab/24 Std	100.50	95.50	94.00	84.50	81.50
52 tab/26 Std	102.00	97.50	95.00	86.00	83.50
56 tab/28 Std	103.50	99.00	96.00	87.50	84.50

6. PRE-PRINT RESERVATIONS & DELIVERY

Reservations 9 working days prior to day of publication. Delivery 7 working days prior to day of publication. Preprints ordered without adequate reservation time or received past delivery deadline will be handled if time allows but will be subject to a surcharge.

Pre-print Specifications for Heidelberg & GMA Inserters:

HOPPER CAPACITY

Product Thickness

Maximum (broadsheet) 96pp
 Minimum (card) 0.005 in. (0.125mm)

Product Width (in.)

Maximum 12.5 in. (31.75cm)
 Minimum 6.25 in. (15.8cm)

Product Height (in.)

Maximum 11.5 in. (29.2cm)
 Minimum 5.25 in. (13.3cm)

Shipping Instructions

All supplements must be bundled in standard quantities and in uniform turns. Pallets or skids must be double banded both directions. Maximum weight 2,000 lbs. per skid or pallet. Maximum height 5 ft and shrink wrapped for added travel production.

NOTE: For some publications the delivery address changes based on day of distribution.

DELIVERY HOURS: All locations – 8am to 4pm Monday – Friday

L.A. Daily News

For MONDAY – SUNDAY distribution
 L.A. Daily News
 24800 Ave. Rockefeller
 Valencia, CA. 91355
 Phone: (661) 257-5340

Impacto USA

For SATURDAY distribution only
 Impacto USA
 24800 Ave. Rockefeller
 Valencia, CA. 91355
 Phone: (661) 257-5340

San Gabriel Valley Group & Long Beach Press-Telegram

For MONDAY – SATURDAY distribution
 SGVN/LBPT
 24800 Ave. Rockefeller
 Valencia, CA 91355
 Phone: (661) 257-5340

Long Beach Press-Telegram

For SUNDAY distribution only
 Long Beach Press-Telegram
 c/o Southwest Offset Printing
 13610 Cimarron Ave.
 Gardena, CA 90249
 Phone: (310) 715-2346

San Gabriel Valley Group

For SUNDAY distribution only
 San Gabriel Valley Group
 c/o Daily Bulletin
 2041 East Fourth Street
 Ontario, CA 91764
 Phone: (909) 987-8863 x200

San Bernardino Sun & Redlands Daily Facts

For MONDAY – SUNDAY distribution
 The Sun Distribution Center
 4010 N. Georgia Blvd.
 San Bernardino, CA 92407
 Phone: (909) 473-2800
 The Daily Facts does not publish on Saturday.

Inland Valley Daily Bulletin

For MONDAY – SUNDAY distribution
 Inland Valley Daily Bulletin
 2041 East Fourth Street
 Ontario, CA 91764
 Phone: (909) 987-8863 x200

Torrance Daily Breeze

For MONDAY – SUNDAY distribution
 Torrance Daily Breeze
 c/o Southwest Offset Printing
 13610 Cimarron Ave.
 Gardena, CA 90249
 Phone: (310) 715-2346

7. R.O.P. MAKE UP REQUIREMENTS

A. STANDARD PAGE

Minimum display advertisement acceptable: 1 column x 1 inch.
 Advertisements over 19 inches deep will be billed 21 inches.
 Minimum size double truck 10.5 inches minimum depth. Double truck will be billed at 12-1/2 columns.

B. TABLOID PAGE

Minimum display advertisement acceptable: 1 column x 1 inch.
 Maximum depth size 10.5".

8. ELECTRONIC TRANSMISSION

For ad materials such as discs, veloxes or film, please consult your sales representative.

We have AdSEND and other capabilities.

For further information call:

AdSEND 1-(800)-823-7363 Satellite number CAVAN (Daily News), CALON (Press-Telegram), CAWES (San Gabriel) CASAN (San Bernardino), CAONT (Inland Valley Daily Bulletin), CARDF (Redlands Daily Facts), CATOR (Daily Breeze)

Note: For AdSEND be sure to provide the ticket number to your Los Angeles Newspaper Group contact.

FTP Site: To use a web browser type in the following:

ftp://lang:1234@209.77.243.7
 Host site: 209.77.243.7
 User I.D.: lang (lower case)
 Password: 1234
 Directory: leave this blank

FTP site folder codes:

Daily Breeze - Torrance Daily Breeze
 LB - Press-Telegram
 ONT - Daily Bulletin
 RED - Redlands
 SB - San Bernardino Sun
 WH - Daily News
 WC - San Gabriel Valley Group
 Pasadena Star-News
 San Gabriel Valley Tribune
 Whittier Daily News

9. CLOSING SCHEDULES (Deadlines)

A. Issue	Space Reservation	Materials
Monday		
Main News/Sports/Business	Thursday 1 pm	Friday 10 am
Entertainment	Thursday 10 am	Friday Noon
Tuesday		
Main News/Sports/Business	Thursday 5 pm	Monday 10 am
Entertainment	Friday 1 pm	Monday 9 am
Wednesday		
Main News/Sports/Business	Monday 1 pm	Tuesday 10 am
Entertainment	Monday 1 pm	Tuesday 10 am
Food	Thursday 5 pm	Monday 10 am
Thursday		
Main News/Sports/Business	Monday 5 pm	Wednesday 10 am
Entertainment	Monday 3 pm	Wednesday 10 am
Friday		
Main News/Sports/Business	Tuesday 5 pm	Thursday 10 am
Entertainment	Tuesday 11 am	Wednesday noon
Saturday		
Main News/Sports/Business	Wednesday 5 pm	Friday 10 am
Entertainment	Thursday 10 am	Friday 9 am
Impacto USA	Monday 3 pm	Tuesday Noon
Impacto USA translation		Friday Prior 5 pm
Sunday		
Main News	Wednesday 5 pm	Friday 10 am
Sports	Wednesday Noon	Friday 10 am
Business	Wednesday Noon	Friday 10 am
Entertainment	Thursday 10 am	Friday 9 am

B. SUNDAY COLOR COMICS AND SPADEAS

Closing date for camera-ready material is 30-days in advance of issue. Ads requiring proofs, 34 business days in advance.

C. COLOR ADVANCE DEADLINES

Spot color, add 24 hours, 4-color, add 72 hours to material deadline.

D. DOUBLE TRUCKS

Advance deadlines, 24 hours to material deadline. 1/2 column charged for gutter. 12-1/2 columns x 21" for standard size. 10-1/2 columns x 10.5" for tabloid size.

10. MECHANICAL MEASUREMENTS

LANG has adopted the 46-inch web . We will still accept the standard ad unit size, but for precise quality we prefer the following:

<u>COLUMNS</u>	<u>WIDTH</u>
1 column	1.65"
2 column	3.41"
3 column	5.18"
4 column	6.95"
5 column	8.72"
6 column	10.5"

A. STANDARD PAGE: 6 column x 21 inches

<u>AD SIZE</u>	<u>WIDTH</u>	<u>DEPTH</u>
Full Page	6 col.=10.5"	21"
True & Bleed Double Truck	12.5 col.=22"	21"

B. TABLOID PAGE: 5 columns x 10.5 inches

<u>AD SIZE</u>	<u>WIDTH</u>	<u>DEPTH</u>
Full Page	5 col.	10.5"
True & Bleed Double Truck	10.5 col.=19.2"	10.5"

C. SPADEA

11-3/4 inches wide x 20 inches deep (image area) per page.

<u>AD SIZE</u>	<u>WIDTH</u>	<u>DEPTH</u>
Front 1/4 Fold	2-5/8" – 8-3/8"	20"
Front 1/3 Fold	3-5/8" – 7-3/8"	20"
Front 1/2 Fold	5-1/2"	20"
Inside spread	11-3/4"	20"

D. GATEFOLD

5-3/4 inches wide x 20 inches deep (image area) per side.

11. SUNDAY COLOR COMICS RATES (CPM)

<u>FREQUENCY</u>	<u>GATEFOLD</u>	<u>SPADEA</u>
1-2x	\$31.00	\$45.75
3-5x	29.00	43.75
6-12x	26.25	41.25
13-23x	25.25	39.00
26x	23.00	37.00

12. SPECIAL CLASSIFICATION RATES

A. PREFERRED POSITIONS

Preferred positions are guaranteed for 25% premium.

B. POLITICAL RATES

Open rates apply.

C. CIVIC/RELIGIOUS/CHURCH/CHARITY

50% discount from retail bulk open rate:
Requires 501(c)3 Non-profit non-exempt form.

D. SPECIAL PRODUCTS

Polybags, post-its, toppers, promotions, etc.
Rates available upon request.

E. IMPACTO USA

Publishes every Saturday

Free translation from English to Spanish is available on all publisher set copy. Deadline for material to receive translation is Friday at 6pm one week prior to publication date.

Rates available upon request.

Impacto USA Total Distribution: 250,000

ABC audited circulation

13. CIRCULATION & READERSHIP

<u>DAILY CIRCULATION</u>	<u>SUNDAY CIRCULATION</u>
516,683	550,099

<u>DAILY READERSHIP</u>	<u>SUNDAY READERSHIP</u>
1,539,136	1,733,005



1.877.BUY.LANG

CIRCULATION **READERSHIP**
 DAILY • 516,683 SUNDAY • 550,099 DAILY • 1.5 million SUNDAY • 1.7 million

Source: 2007 Scarborough Report, Rel. 1 3/07 ABC Audit Report

LOS ANGELES NEWSPAPER GROUP