



Magazine Ad Specifications

Los Angeles Times Media Group

Description	Dimension	Ad Size Codes	Bleed	Trim	Live/NonBleed
Full Page	4 Col. X 10	1 x U410	9 3/8 x 11 1/8	9" x 10 7/8	8 x 9 3/4
Junior Page	3Col. Format Only 3 Col x 8 1/8	1 x U38E	*		6 x 8 1/8
1/2 Page Vertical	4 Col. Format Only 2 Col x 10	1 x U210	4 5/8 x 11 1/8	4 7/16 x 10 7/8	3 7/8 x 9 3/4
1/2 Page Horizontal	4 Col. X 4 3/4	1 x U44F	9 3/8 x 5 5/8	9" x 5 1/16	8 x 4 3/4
1/4 Square	2Col. X 4 3/4	1 x U24F	*		3 7/8 x 4 3/4
1/8 Horizontal	1 Col. X 4 3/4	1 x U14F	*		1 7/8 x 4 3/4
Two Page Spread	8 Col x 10	1 x SPD	** 18 3/8 x 11 1/8	18 x 10 7/8	17 x 9 3/4
Two Half Page Spread	8 Col x 4 3/4	1 x U84F	** 18 3/8 x 5 5/8	18 x 5 1/16	17 x 4 3/4
			** .25 gutter safety		
Marketplace Ads					
1x1	1 Col. X 1	1 x B11	*		1 7/8 x 1
1x2	1 Col. X 2	1 x B12	*		1 7/8 x 2
1x3	1 Col. X 3	1 x B13	*		1 7/8 x 3
2x2	2 Col. X 2	1 x B22	*		3 7/8 x 2
2x3	2 Col. X 3	1 x B23	*		3 7/8 x 3
Strip Ad	4 Col. X 2	1 x B42	*		8 x 2
1/4 sq	2 Col. X 4 3/4	1 x B25	*		3 7/8 x 4 3/4
1/4 vertical	2 Col. X 9	1 x B29	*		3 7/8 x 9
*Non Bleed Only					

File Format Specifications

(Macintosh format only)

Adobe Acrobat 4.0.

PDF files are preferred.

Quark Express 4.02,

Multi Ad Creator 4.0,

Adobe Photoshop 4.0,

Adobe Illustrator 7.0,

and Macromedia Freehand