

General Specifications and Information



Los Angeles Times
MEDIA GROUP

General Specifications and Information

Standard R.O.P. Advertising Units

The number of columns in width by the depth in inches is the ad designation.

NAA Standards (Broadsheet)

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
	1x21	2x21	3x21	4x21	5x21	6x21.5 Full page
	1x18	2x18	3x18	4x18	5x18	6x18
	1x15.75	2x15.75	3x15.75	4x15.75	5x15.75	6x15.75
	1x14	2x14	3x14	4x14	5x14	6x14
	1x13	2x13	3x13	4x13	5x13	6x13
	1x10.5	2x10.5	3x10.5	4x10.5	5x10.5	6x10.5
	1x7	2x7	3x7	4x7	5x7	6x7
	1x5.25	2x5.25	3x5.25	4x5.25		
	1x3.5	2x3.5				
	1x3	2x3				6x3 Page One Strip
	1x2	2x2				
	1x1.5					
	1x1					
	1.695"	3.56"	5.39"	7.22"	9.05"	10.88"
Depth in inches						
	Width					

Double Trucks: 12.5 columns, available in 21.5" and 10.5" depths in standard sections; 10.5 columns by 11" depth in Tabloid sections. For information on tabloid modular sizes, please contact your sales representative.

Tabloid Ad Hole Widths

	Column 1	Column 2	Column 3	Column 4	Column 5
	1x11	2x11	3x11	4x11	5x11 Full Page
	1x9.5	2x9.5	3x9.5	4x9.5	5x9.5
	1x8	2x8	3x8	4x8	5x8
	1x7	2x7	3x7	4x7	5x7
	1x6.25	2x6.25	3x6.25	4x6.25	5x6.25
	1x5.25	2x5.25	3x5.25	4x5.25	5x5.25
	1x4.5	2x4.5	3x4.5	4x4.5	
	1x4	2x4	3x4		
	1x3.5	2x3.5			
	1x3	2x3			5x3 Top/Bottom Strip
	1x2	2x2			5x2 Top/Bottom Strip
	1x1.5				
	1x1				
	1.695"	3.56"	5.39"	7.22"	9.05"
Depth in inches					
	Width (Unique Tab Units)				

Mechanical Specifications

Ad Size – Guidelines and Mechanical Specifications

ROP Ad Sizes

1. Ads are measured in column inches. One column inch is one column wide by one inch deep. See table below for column widths and minimum and maximum ad depths.
2. All display editions and sections are produced in LA Times ad unit column format. In addition to LA Times ad unit sizes, The Times accepts non-modular sizes at a surcharge.
3. Standard (broadsheet) pages follow a six-column format. Tabloid pages follow a five-column format.
4. Standard double truck – 12.5 columns (23.875") wide; 10.5" minimum depth.
Tabloid double truck – 10.5 columns (20.5625") wide; 11" deep.
5. Minimum ad depths as shown on chart below.
6. For information on how to send digital ads files, please log on to www.latimes.com/ads/dasweb
7. Electronic tearsheets are available as proof of publication at <http://tearsheets.latimes.com>
To access the eTearsheet website, please contact eTearHelp@latimes.com or call 1.800.528.4637 ext. 38327 for user identification and password.

Columns	One	Two	Three	Four	Five	Six
Inches Wide	1.695"	3.56"	5.39"	7.22"	9.05"	10.88"
Inches Deep						
Minimum*	1"	2"	5.25"	5.25"	7"	7" **
Max.-tabloid	11"	11"	11"	11"	11"	
Max.-broadsheet	21"	21"	21"	21"	21"	21.5" ***

*Minimum sizes are based on modular sizing. See page 10 for acceptable modular sizes.

**Except a strip ad at 6 x 3.5"

***Full page only.

Classified 10-Column Format

The Southern California Circulation Classified section and all Regional Circulation Editions are produced in Classified column format.

Columns	One	Two	Three	Four	Five
Inches Width	1.0625"	2.25"	3.375"	4.5625"	5.6875"

Columns	Six	Seven	Eight	Nine	Ten
Inches Wide	6.875"	8"	9.1875"	10.375"	11.5"

- Classified column depth is 21.5"
- Classified column is approximately 300 lines.
- An island advertisement is 6 columns x 8.5". Subject to availability.
- Classified page contains approximately 3,000 lines.

Standard Double Truck

21 columns wide or 23.875"

Full Circulation Deadlines

Deadlines are based on a standard business week, excluding weekends and holidays.

Daily Editions and Sections

	Space	Artset Materials (Schedule required for proofs)			Digital Files (No proofs provided)
		4-Color & Spot	Black-and-White Original Artset	Final Corrections All Artset	Remote Delivery
Main News California Sports Business	noon, 6 days prior to pub. date	noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date
Calendar (except Monday)	7:30 am, 6 days prior to pub. date	noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date
Health	noon, Wed. (week prior)	noon, Wed. (week prior)	5 pm, Wed. (week prior)	6 pm, Thurs. (week prior)	10 am, Fri. (week prior)
Food	3 pm, Thurs. (week prior)	noon, Fri. (week prior)	5 pm, Fri. (week prior)	6 pm, Mon. prior to pub. date	10 am, Tues. prior to pub. date
Calendar (Mon.)	Noon, Fri. (week prior)	noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
Home	9 am, 3 days prior to pub date	noon, 3 days prior to pub. date	5 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	8 am, 1 day prior to pub. date
Classified	noon, 6 days prior to pub. date	6 pm, 3 days prior to pub. date	6 pm, 2 days prior to pub. date	10 am, 1 day prior to pub. date	10 am, 1 day prior to pub. date

Sunday Editions and Sections

	Space	Artset Materials (Schedule required for proofs)			Digital Files (No proofs provided)
		4-Color & Spot	Black-and-White Original Artset	Final Corrections All Artset	Remote Delivery
Main News California Sports	noon, Thurs. (week prior)	noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
Business/Real Estate	11 am, Wed. (week prior)	noon, Wed.	5 pm, Wed.	6 pm, Thurs.	10 am, Fri.
Calendar	11 am, Tues. (week prior)	noon, Mon.	5 pm, Mon.	6 pm, Tues.	noon, Wed.
Image	3 pm, Thurs (week prior)	noon, Fri. (week prior)	5 pm, Fri. (week prior)	6 pm, Mon.	9 am, Tues.
Travel	11 am, Mon. (week prior)	noon, Fri. (week prior)	5 pm, Fri. (week prior)	6 pm, Mon.	9 am, Tues.
Classified	5 pm, Fri. (week prior)	6 pm, Wed.	6 pm, Thurs.	3 pm, Fri.	3 pm, Fri.

For Advertising Terms and Conditions please refer to the Web at latimes.com/extras/ads/pdf/terms.pdf