

# General Specifications and Information 2024



**Los Angeles Times**

# Los Angeles Times

## LOS ANGELES TIMES ROP STANDARD

Effective January 1, 2023

SPACE	INCHES	DESCRIPTION	VERSIONS ACCEPTED
1 Doubletruck	279.5	DT (13 x 21.5)	
2 Full Page	129	Full Page (6 x 21.5)	Full Page (6 x 21)
3 5/7 Page	90	5/7 (5 x 18)	
4 2/3 Page	84	2/3V (4 x 21)	
5 1/2 Page	63	1/2H (6 x 10.5)	1/2V (3 x 21), 1/2JR (4 x 15.75)
6 1/3 Page	42	1/3H (6 x 7)	1/3V (4 x 10.5)
7 2/9 Page	28	2/9 (4 x 7)	
8 1/4 Page	31.5	1/4V (3 x 10.5)	1/4H (6 x 5.25)
9 1/8 Page	15.75	1/8 (3 x 5.25)	
10 1/9 Page	14	1/9 (2 x 7)	
11 1/18 Page	7	1/18 (2 x 3.5)	
12 1/32 Page	4	1/32H (2 x 2)	
13 1/36 Page	3.5	1/36V (1 x 3.5)	
14 Cover Strips	15-18	Strip 1/7 (6 x 3)	everything except MN Cover Strip (6 x 2.5)

## LAT TAB SIZES - 4 COLUMN FORMAT

SPACE	INCHES	DESCRIPTION	VERSIONS ACCEPTED
1 Doubletruck	80	DT (8 x 10)	
2 Full Page	40	Full Page (4 x 10)	
3 1/2 Page	20	1/2 PG (2 x 10)	4 x 5
4 1/4 Page	10	1/4 PG (2 x 5)	

## LAT TAB SIZES - 5 COLUMN FORMAT

SPACE	INCHES	DESCRIPTION
1 Doubletruck	100	DT (10x 10)
2 Full Page	50	Full Page (5 x 10)
3 1/2 pg	25	1/2 PG (5 x 5)

## LAT DIRECTORY SIZES

DIRECTORY NAME	INCHES	DESCRIPTION	DIRECTORY NAME	INCHES	DESCRIPTION
Bus & Prof Services Directory	1	1 x 1	Mortgage Directory	1	1 x 1
	1.5	1 x 1.5		1.5	1 x 1.5
	2	1 x 2			
	3	1 x 3			
	4.5	1 x 4.5			
Culture Monster	4	2 x 2	So. Cal Auction Directory	1	1 x 1
	8	2 x 4		2	1 x 2
	10.5	2 x 5.5		4	2 x 2
	14	2 x 7			
	31.5	3 x 10.5			
	63	6 x 10.5			
	120	6 x 20			
Deposit Directory	1	1 x 1			

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## STANDARD AD TYPE ONLY

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### TCN ROP Standard

	<b>SPACE</b>	<b>INCHES</b>	<b>DESCRIPTION</b>	<b>VERSIONS ACCEPTED</b>
1	Full Page	124.5	Full Pg TCN (6 x 20.75)	
2	1/2	61.5	1/2H TCN (6 x 10.25)	3 x 20.75
3	1/4	30.75	3 x 10.25	1/4H TCN (6x5)
4	1/8	15	3 x 5	
5	1/9	14	1/9 (2 x 7)	
6	1/16	8	1/16 (2 x 4)	
7	1/32	4	1/32H (2 x 2)	
8	Strips	15-18	Strip 1/7 (6 x 3)	TCN Strip (6 x 2.5)

## TCN DIRECTORY SIZES

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<b>DIRECTORY NAME</b>	<b>INCHES</b>	<b>DESCRIPTION</b>
Bus & Prof Services Directory	1	1 x 1
	2	1 x 2
	3	1 x 3
	3.5	1 x 3.5
Expressions of Faith	1.5	1 x 1.5
	1.25	1 x 2.5

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## Mechanical Specifications

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### 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 four-column format.

4. Standard double truck – 13 columns (20.87") wide; 10.5" minimum depth.

Tabloid double truck – 8 columns (20.75") wide; 10" deep.

5. Minimum ad depths as shown on chart below.

6. For information on how to send digital ad files, please log on to [www.latimes.com/ads/dasweb](http://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](mailto:eTearHelp@latimes.com) or call 1.800.528.4637 ext. 38327 for user identification and password.

Columns	One	Two	Three	Four	Five	Six
<b>Inches Wide</b>	1.53"	3.22"	4.92"	6.61"	8.31"	10"
<b>Inches Deep</b>						
Minimum*	1"	2"	5.25"	7"	18"	5.25" **
Max.-tabloid	10"	10"	10"	10"	10"	
Max.-broadsheet	21"	21"	21"	21"	21"	21.5" ***

\*Minimum sizes are based on modular sizing. Please contact your sales representative for more information on standard broadsheet modular sizes.

\*\*Except Page One strip ads at 6 x 1.5" and 6 x 3".

\*\*\*Full page only.

#### CLASSIFIED 9-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	Six	Seven	Eight	Nine
Inches Width	1.07"	2.23"	3.39"	4.55"	5.71"	6.87"	8.03"	9.19"	10.35"

• 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.

#### Unique Tab Units

Columns	One	Two	Three	Four
Inches Width	2.37"	4.92"	7.46"	10"

#### Standard Double Truck

21 columns wide or 23.87".

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## Print Specifications

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### FORMAT

- All completed ads should be submitted in PDF/X-1a:2001 format.
- Do NOT include bleed or trim marks, PDF should be built to finished size.

### TOTAL INK DENSITY

- 200% TAC /TIL

### COLOR

- CMYK converted using ISOnewspaper26v4.icc profile. No RGB, DCS, Spot, LAB or Duotone color spaces.
- Max black in the shadows should fall between 88% and 95%, to avoid imagery looking “flat”, the closer to 95%, the better.

### BLACK AND WHITE

- Converted using Photoshop Dot Gain 30% profile.

### LINE SCREEN

- Output 100 LPI

### TYPE

- For clarity and readability, 10 point or larger type is recommended.
- Type reversed out of color image area should be a minimum of 12 points for San Serif fonts and 14 points for Serifs.
- Screened text should not be less than 24 points.
- Black text should be 100% K.

### DOT GAIN

- At 50% (Mid-Tone) there is a 26-30% tone value increase.
- Quarter-Tones (25%) gaining 12-17% tone value increase.
- Three Quarter-Tones (75%) gaining 12-17% tone value increase.

### DOT LOSS

- Dot percentages below 7% cannot be guaranteed to print. With gradations (vignettes) a hard edge from 7% to 0% may occur.

For additional specs and resources please email your sales representative or [zzPreFlightEditors@latimes.com](mailto:zzPreFlightEditors@latimes.com).

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## Innovative Ads

### Ad Tag Specifications

Non-Bleed

Trim Size: 3" x 3"

Live Area: 2.875" x 2.875"

Front: Full Color

Back: Black only

Bleed

Trim Size: 3" x 3"; Bleed Size: 3.125" x 3.125" Front: Full Color

Live Area: 2.875" x 2.875"

Back: Black Only

### Ad Tag Deadlines:

Space - 25 days prior to pub date

Creative/Camera Ready Material - 21 days prior to pub date; Oct to Dec - 22 days prior to pub

Min Qty: 15,000

### Standard Ad Tag Specs:

Live Image Area 2.875 x 2.875

Trim size 3.0 x 3.0

Bleed Area 3.125 x 3.125

Prints on 60# Semi-Gloss C1S paper

Repositionable Adhesive, Radius Corners

FRONT - 4c process

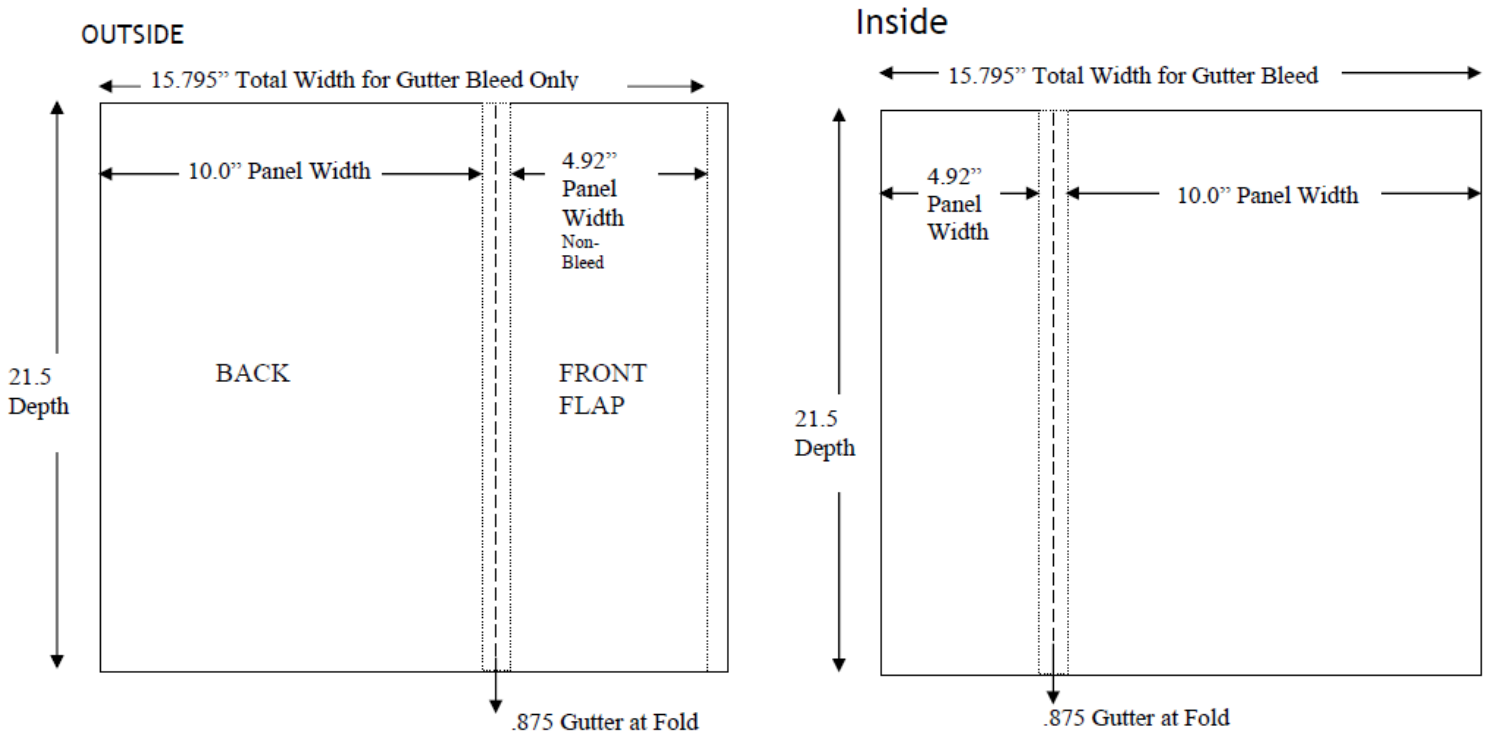
BACK - Black only, positive text only, no reverses or screens, maximum 15% ink coverage

"We strongly do not recommend printing a barcode on the back/adhesive side. The adhesive may interfere or cause voids in the barcode making it difficult or unable to scan."

PDF format, 300dpi

### Spadea Specifications

LATIMES SECTION FRONT SPADEA SIZES:



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## L.A. Times — Full Run and Regional ROP Deadlines

	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
<b>MONDAY</b>				
Main/Business	Friday, noon	Thursday, 5pm	Friday, 3pm	Friday, 10am
California/Sports	Friday, noon	Thursday, 5pm	Friday, 3pm	Friday, 10am
Calendar	7 days prior to print	Thursday, 5pm	Friday, 3pm	Friday, 10am
WePrint				Friday, 10am
<b>TUESDAY</b>				
Main/Business	Friday, 3pm	Friday, 5pm	Monday, 11am	Monday, 10am
California/Sports	Friday, 3pm	Friday, 5pm	Monday, 2pm	Monday, 10am
Calendar	Friday, 3pm	Friday, 5pm	Monday, 11am	Monday, 10am
WePrint	7 days prior to print			Monday, 10am
<b>WEDNESDAY</b>				
Main/Business	Monday, 3pm	Monday, 5pm	Tuesday, 11am	Tuesday, 10am
California/Sports	Monday, 3pm	Monday, 5pm	Monday, 2pm	Tuesday, 10am
Calendar	Monday, 3pm	Monday, 5pm	Tuesday, noon	Tuesday, 10am
WePrint	7 days prior to event			Tuesday, 10am
<b>THURSDAY</b>				
Main/Business	Tuesday, 3pm	Tuesday, 5pm	Wednesday, 11am	Wednesday, 10am
Calendar	Tuesday, 3pm	Tuesday, 5pm	Wednesday, 10am	Wednesday, 10am
California/Sports	Tuesday, 3pm	Tuesday, 5pm	Wednesday, 2pm	Wednesday, 10am
WePrint	7 days prior to print			Wednesday, 10am
<b>FRIDAY</b>				
Main/Business	Wednesday, 3pm	Wednesday, 5pm	Thursday, 11am	Thursday, 10am
Calendar	Wednesday, 3pm	Wednesday, 5pm	Thursday, 10am	Thursday, 10am
California/Sports	Wednesday, 3pm	Wednesday, 5pm	Thursday, 2pm	Thursday, 10am
WePrint	7 days prior to print			Thursday, 10am

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## L.A. Times — Full Run and Regional ROP Deadlines

	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
<b>SATURDAY</b>				
Main/Business	Thursday, noon	Thursday, 5pm	Friday, 11am	Friday, 10am
California	Thursday, 3pm	Thursday, 5pm	Friday, 2pm	Friday, 10am
Sports	Thursday, 3pm	Thursday, 5pm	Friday, 2pm	Friday, 10am
Real Estate (Resale tab only)	Wednesday, 2:30pm		Thursday, 10am	Thursday, noon
WePrint	7 days prior to print			Friday, 10am
<b>SUNDAY</b>				
Main/Business	Thursday, 11am	Thursday, 5pm	Friday, 11am	Friday, 10am
Calendar/Arts & Books	Tuesday, 11am	Tuesday, 5pm	Wednesday, 11am	Wednesday, noon
California/Sports	Thursday, noon	Thursday, 5pm	Friday, 3pm	Friday, 10am
Weekend	Tuesday, noon	Tuesday, 2pm	Tuesday, 2pm	Wednesday, 10am
Comics	Wednesday, 25 days prior to pub	Monday, 20 days prior	Monday, 20 days prior	Tuesday, 19 days prior
WePrint	7 days prior to print			Friday, 10am



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## Los Angeles Times Specialty Deadlines

SPECIALTY AD	AVAILABLE SECTIONS/POSITIONS	SPACE	MATERIALS
Ad Tags	Main News: daily & Sunday. Calendar: Sunday	25 days prior to print	21 days prior to pubdate
Front Page Strips	Daily Calendar, Saturday	7 days prior to pub	3 days prior to print
	Sunday Calendar, Travel, Image	Friday, previous week prior to pub	3 days prior to print
	Main News, Business, California, Sports	Daily, 3pm, 2 days prior to pub; Sunday, noon Thursday; Monday, 3pm Thursday	Daily, 3pm, 2 days prior to pub; Sunday, noon Thursday; Monday, 3pm Thursday
Innovative ads (subject to approval)	All sections	7 days prior to print	7 days prior to print
Sky Box ad (masthead unit)	Masthead unit on front cover (1.86" x 1.88")  (not available on Main News, California, Saturday or Arts & Books)	7 days prior to print	3 days prior to print
Jewel Box	Main News front cover only (3 col. x 4")	7 days prior to print	3 days prior to print
Op Ed ads on Opinion Page (subject to approval)	Opinion Pages in main news daily & Sunday  (6 col. x 5" and full page)	7 days prior to print	3 days prior to print
Toppers	Top of Newspaper	30 days prior to print	10 days prior to pub
ROP Spadeas  (exception: Sunday Comics)	Main News, Business, or Calendar + California or  Sports: Thursday	3 weeks prior to pub	7 days prior to print
	Sports: Friday	3 weeks prior to pub	7 days prior to print
	California or Sports: Saturday	3 weeks prior to pub	7 days prior to print
	Calendar + Business + Image + Main News or Sports: Sunday	3 weeks prior to pub	7 days prior to print

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## L.A. Times — Classified Deadlines

		<b>SPACE</b>	<b>ARTSET MATERIALS</b> (Schedule required for proofs)		<b>DIGITAL FILES</b> (No proofs provided)
			4-Color, Spot & Black-and-White Original Artset	Final Corrections All Artset	Remote Delivery
<b>MONDAY</b>					
Obits	California	Friday, 4pm	Thursday, 4pm		Friday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	California	Friday, 4pm	Thursday, 4pm	Friday, 2pm	Friday, 10am
<b>TUESDAY</b>					
Obits	California	Monday, Noon	Friday, 4pm		Monday, Noon
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	Business	Monday, 9:30am	Friday, 5pm	Monday, 9am	Monday, 9:30am
<b>WEDNESDAY</b>					
Obits	California	Tuesday, Noon	Monday, 4pm		Tuesday, Noon
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	Business	Tuesday, 9:30am	Monday, 5pm	Tuesday, 9am	Tuesday, 9:30am
<b>THURSDAY</b>					
Obits	California	Wednesday, Noon	Wednesday, 4pm		Wednesday, Noon
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	Business	Wednesday, 9:30am	Tuesday, 5pm	Wednesday, 9am	Wednesday, 9:30am
<b>FRIDAY</b>					
Obits	California	Thursday, Noon			Thursday, Noon
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	Business	Thursday, 9:30am	Wednesday, 5pm	Thursday, 9am	Thursday, 9:30am

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## L.A. Times — Classified Deadlines

		<b>SPACE</b>	<b>ARTSET MATERIALS</b> (Schedule required for proofs)		<b>DIGITAL FILES</b> (No proofs provided)
			4-Color, Spot & Black-and-White Original Artset	Final Corrections All Artset	Remote Delivery
<b>SATURDAY</b>					
Obits	California	Friday, Noon			Friday, Noon
Legals & Marketplace (Gen. Merchandise, Real Estate, Jobs, Cars)	Business	Friday, 9:30am	Thursday, 5pm	Friday, 9am	Friday, 9:30am
Real Estate	Resale Tab		Wednesday 5pm	Thursday, 10am	Thursday, noon
<b>SUNDAY</b>					
Obits	California	Friday, 4pm			Friday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate, Cars)	Business	Friday, 4pm	Thursday, 5pm	Friday, 10am	Friday, 10am
JOBS	Business	Friday, 4pm	Thursday, 5pm	Friday, 10am	Friday, 3pm

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## Times Community News —ROP Deadlines

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### DAILY PILOT

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PUB DATE	SPACE CLOSE	FINAL MINOR REVISED DIGITAL DEADLINE	
Thursday	Tuesday, 3pm	Wednesday, 9am	Wednesday, 10am
Friday	Wednesday, 3pm	Thursday, 9am	Thursday, 10am
Saturday	Thursday, 3pm	Friday, 9am	Friday, 10am
Sunday	Thursday, 3pm	Friday, 9am	Friday, 10am

## Times Community News — Classified Deadlines

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### DAILY PILOT

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PUB DATE	SPACE CLOSE (Legal & Classified)
Thursday	Tuesday, 3pm
Friday	Wednesday, 3pm