

General Specifications and Information 2021



Los Angeles Times

Los Angeles Times

LOS ANGELES TIMES ROP STANDARD

Effective January 1, 2021

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

TCN ROP Standard

	SPACE	INCHES	DESCRIPTION	VERSIONS ACCEPTED	
1	Full Page	124.5	Full Pg TCN (6 x 20.75)		WEEKEND SIZES ONLY
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

DIRECTORY NAME	INCHES	DESCRIPTION
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

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
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	1.53"	3.22"	4.92"	6.61"	8.31"	10"
Inches Deep						
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".

Ad Tag Specifications

Non-Bleed

Trim Size: 3" x 3" Front: Full Color
Live Area: 2.875" x 2.875" Back: 1 PMS Color + Black

Bleed

Trim Size: 3" x 3"; Bleed Size: 3.125" x 3.125" Front: Full Color
Live Area: 2.875" x 2.875" Back: 1 PMS Color + Black

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Print Specifications

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.

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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
MONDAY				
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
TUESDAY				
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
WEDNESDAY				
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
THURSDAY				
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
Weekly Values	Tuesday, 5pm	Tuesday, 5pm		
Preprint Jacket	16 days prior to pub	16 days prior to pub		
FRIDAY				
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
SATURDAY				
*L.A. Times Saturday section includes Travel, Image, Health, Plants and Outdoor				
Main/Business	Thursday, noon	Thursday, 5pm	Friday, 11am	Friday, 10am
Saturday	Tuesday, noon	Wednesday, 5pm	Thursday, 10am	Thursday, 10am
California	Thursday, 3pm	Thursday, 5pm	Friday, 2pm	Friday, 10am
Sports	Thursday, 3pm	Thursday, 5pm	Friday, 2pm	Friday, 10am
Cars	Thursday, 9am			
Real Estate (WSCE resale tab only)	Wednesday, 2:30pm		Thursday, 10am	Thursday, noon
New Home (SGIE and SFVN only)	Wednesday, 9am			
WePrint	7 days prior to print			Friday, 10am
SUNDAY				
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
Food	Monday, 2pm	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
Cars	Friday, 9am			
Sunday Select	Wednesday, 10am 10 days prior to pub			Thursday, 10am 9 days prior to
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	18 days prior to pubdate
Front Page Strips	Daily Calendar, Saturday Sunday Calendar, Travel, Image Main News, Business, California, Sports	7 days prior to pub Friday, previous week prior to pub Daily, 3pm, 2 days prior to pub; Sunday, noon Thursday; Monday, 3pm Thursday	3 days prior to print 3 days prior to print 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 Sports: Friday California or Sports: Saturday Calendar + Business + Image + Main News or Sports: Sunday	3 weeks prior to pub 3 weeks prior to pub 3 weeks prior to pub 3 weeks prior to pub	7 days prior to print 7 days prior to print 7 days prior to print 7 days prior to print

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L.A. Times — Classified Deadlines

		SPACE	ARTSET MATERIALS (Schedule required for proofs) 4-Color, Spot & Black-and-White Original Artset	Final Corrections All Artset	DIGITAL FILES (No proofs provided) Remote Delivery
MONDAY					
Cars	Sports	Friday, 5pm	Thursday, 5pm	Friday, 6pm	Friday, 10am
Obits	California	Friday, 4pm			Friday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	California	Friday, 5pm	Thursday, 5pm	Friday, 3pm	Friday, 10am
TUESDAY					
Cars	Sports	Monday, 12:30pm	Friday, 5pm	Monday, 11:30am	Monday, 10am
Obits	California	Monday, 4pm			Monday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Monday, 9am	Friday, 5pm	Monday, 10am	Monday, 4pm
WEDNESDAY					
Cars	Sports	Tuesday, 12:30am	Monday, 5pm	Tuesday, 11:30am	Tuesday, 10am
Obits	California	Tuesday, 4pm	Tuesday, 4pm		
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Tuesday, 10:30am	Monday, 5pm	Tuesday, 10am	Tuesday, 10am
THURSDAY					
Cars	Sports	Wednesday, 12:30pm	Tuesday, 5pm	Wednesday, 11:30am	Wednesday, 10am
Obits	California	Wednesday, 4pm	Wednesday, 4pm		
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Wednesday, 10:30am	Tuesday, 5pm	Wednesday, 10am	Wednesday, 10am
FRIDAY					
Cars	Classified Superzones (OC, SFVN, SGIE, SBSE, WSCE)	Wednesday, 2pm	Tuesday, 5pm	Wednesday, 2pm	Wednesday, 10am
Obits	California	Thursday, 4pm			Thursday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Thursday, 10:30am	Wednesday, 5pm	Thursday, 10:30am	Thursday, 10am

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L.A. Times — Classified Deadlines

		SPACE	ARTSET MATERIALS (Schedule required for proofs) 4-Color, Spot & Black-and-White Original Artset		DIGITAL FILES (No proofs provided) Remote Delivery
SATURDAY					
Cars	Classified Superzones (OC, SFVN, SGIE, SBSE, WSCE)	Thursday, 2pm	Wednesday, 5pm	Thursday, 2pm	Thursday, 10am
Obits	California	Friday, 4pm			Friday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Friday, 10:30am	Thursday, 5pm	Friday, 10am	Friday, 10am
Real Estate	SBSE Resale Tab (SBSERS) WSCE Resale Tab (WSCERS)		Wednesday 5pm	Thursday, 10am Thursday, 5pm	Thursday, noon Thursday, 10am
	SGIE Resale Tab (SGIERS) SGIE New Home/Resale Broadsheet (SGIENH)		Wednesday 5pm Wednesday 5pm	Thursday, 10am Thursday, 10am	Thursday, noon Thursday, noon
	SFVN New Home Broadsheet (SFVNNH)		Wednesday, 5pm	Thursday, 10am	Thursday, noon
SUNDAY					
Cars	Classified Superzones (OC, SFVN, SGIE, SBSE, WSCE)	Friday, 5pm	Thursday, 5pm	Friday, 2pm	Friday, 10am
Obits	California	Friday, 4pm			Friday, 4pm
Legals & Marketplace (Gen. Merchandise, Real Estate Jobs)	Business	Friday, 5pm	Thursday, 5pm	Friday, 10am	Friday, 10am
JOBS	Business	Friday, 5pm	Thursday, 5pm	Friday, 10am	Friday, 3pm
Real Estate	OC Resale Broadsheet (OCRS) SFVN Resale Tab (SFVNRS) WSCE Resale Tab (WSCERS) SGIE Resale Tab (SGIERS)		Thursday, 5pm Thursday, 5pm Thursday, 5pm Thursday, 5pm	Friday, 10am Friday, 10am Friday, 10am Friday, 10am	Friday, 10am Friday, 10am Friday, 10am Friday, 10am

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Times Community News — ROP Deadlines

DAILY PILOT

PUB DATE	SPACE CLOSE	FINAL MINOR REVISES	DIGITAL DEADLINE
Wednesday	Monday, 3pm	Tuesday, 9am	Tuesday, 10am
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

DAILY PILOT REAL ESTATE

PUB DATE	SPACE CLOSE	FINAL MINOR REVISES	DIGITAL DEADLINE
Saturday	Wednesday, 2pm	Thursday, 10am	Thursday, 10am

TIMES OC

PUB DATE	SPACE CLOSE	FINAL MINOR REVISES	DIGITAL DEADLINE
Sunday	Wednesday, 5pm	Thursday, 5pm	Friday, noon

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Times Community News — Classified Deadlines

DAILY PILOT

SPACE CLOSE (Legal & Classified)

PUB DATE

Wednesday
Thursday
Friday

Monday, 3pm
Tuesday, 3pm
Wednesday, 3pm