

LA Weekly

Full Page	\$3,728
3/4 Page	\$2,872
Junior Page	\$2,572
1/2 Page	\$1,969
1/3 Page	\$1,328
1/4 Page	\$1,007
1/6 Page	\$693
1/8 Page	\$529
1/16 Page	\$279
Four Color	\$1400
Spot Color	\$600



DIMENSIONS

STANDARD SIZES AND PAGE FRACTIONS

SIZE	WIDTH	X	DEPTH
2 page spread gutter bleed	20.5"	x	12.75"
Full page	4 columns	x	12.75"
3/4 page	3 columns	x	12.75"
3/4 page	4 columns	x	9.437"
Jr. page*	3 columns	x	10.187"
1/2 page	2 columns	x	12.75"
1/2 page	3 columns	x	8.375"
1/2 page	4 columns	x	6.25"
1/3 page	2 columns	x	8.375"
1/3 page	3 columns	x	5.763"
1/3 page	4 columns	x	4.125"
1/4 page	1 column	x	12.75"
1/4 page	2 columns	x	6.25"
1/4 page	3 columns	x	4.125"
1/4 page	4 columns	x	3.062"
1/6 page	2 columns	x	4.125"
1/8 page	1 column	x	6.25"
1/8 page	2 columns	x	3.062"
1/16 page	1 column	x	3.062"

Any advertising submitted to LA Weekly that does not conform exactly to the above mechanical requirements will be enlarged, reduced or floated at the discretion of the production department. (We cannot be responsible for quality of reproduction if ad size has to be changed.) Ad rates include basic production work.

IMPORTANT - If a PDF is created without using "LA Weekly specific job option" the file will look normal on screen, but will print incorrectly on the paper. Use Postscript fonts only to avoid type disappearing from ads. No Open-type fonts or TrueType fonts should be used. All fonts must be embedded. Do not use PDF Writer to create a PDF. The file will not be usable for printing.

OPI SETTINGS

It is very important to make sure that the PDF does not contain any OPI information. If a file does contain OPI information, it will look good on screen but will print incorrectly on the newspaper. Using the "LA Weekly specific job option" will automatically remove all the OPI information from the PDF.

TIFF or JPEG files are also acceptable. Save TIFFs with Macintosh encoding and LZW compression. Save JPEGs as baseline standard and quality: 10. Create all files at 300dpi for the best quality. Convert all Photoshop files to JPEG or TIFF before sending.

COLOR FILES should be created as composite CMYK with all spot colors converted to process. RGB files must be converted to CMYK before creating the PDF. Spot color ads are more challenging to produce for accurate separation. Build the ad using a process color in place of the spot color. We will use that plate to print the spot color.

Files should be submitted on CD-ROM or, preferably, uploaded to <http://ads.laweekly.com> (this will help expedite the process). File settings from Quark & other page layout programs should be: 2400dpi & 120 linescreen. Be aware that LA Weekly will place a border on ads without visible edges.

**PLEASE CALL THE PRODUCTION DEPARTMENT AT 323.993.3555 OR 323.993.3678
IF YOU HAVE ANY QUESTIONS REGARDING THESE SPECS.**

BACK PAGE AND INSIDE COVERS Back page and inside covers are available to full-page advertisers at a 20% additional charge.

MATERIAL PRODUCED BY LA WEEKLY Any advertising material produced by LA Weekly pursuant to this Agreement will remain the sole property of LA Weekly, and Advertiser will accrue no rights thereto and will not use such advertising in any fashion without the express written consent of LA Weekly.

DEADLINES

All space reservations and advertising copy must be in the LA Weekly office by 5:00 p.m. Friday prior to the Thursday of publication. If the space reservation deadline falls on a Thursday, due to a holiday or special issue, cancellations and corrections must be received by Friday at 5:00 p.m. Deadline for camera-ready copy is Monday at noon. There will be a production charge for any advertisements set up and canceled without insertion. Requests for proofs must be submitted one week before publication date. Proofs will not be sent for late production ads. Additional charges may apply for any changes after deadline.

PAYMENT

(a) Advertiser agrees to pay LA Weekly pursuant to LA Weekly's rate card, the terms and conditions of which are incorporated herein. This Agreement entitles the Advertiser to a discount off of

the open rate on the rate card; however, this Agreement does not guarantee a fixed rate, and LA Weekly reserves the right to modify its rate card at any time upon 30 days' notice. (b) Advertiser will be short rated if it does not use the minimum space or frequency contracted for. (c) Where credit has been granted, payment will be due and payable within 30 days following publication. (d) Past due amounts will accrue interest at the rate of 1.5% or the maximum rate allowed by law (whichever is less) per month, from the date any such amount becomes past due. Advertiser will incur a charge, as permitted by state law, for any check returned to LA Weekly unpaid. Upon failure of Advertiser to pay any amounts due or in the event of any other material breach of this Agreement, LA Weekly may, at its sole option, require cash in advance, stop inserting Advertiser's advertisements and/or terminate this Agreement as provided below. (e) The total amount due hereunder will become immediately due and payable, and LA Weekly may stop inserting Advertiser's advertisements in its publication, in the event that the Advertiser: (i) discontinues the operation of its business; (ii) files or has filed against it any petition or pleading in bankruptcy or for the appointment of a receiver; (iii) makes any assignment for the benefit of creditors; or (iv) fails to pay any amount due hereunder when due. (f) Advertiser agrees to pay all costs (including collection agency fees, court costs and attorneys' fees) incurred by LA-Weekly in collecting Advertiser's delinquent accounts. (g) In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes will be assumed and paid by the Advertiser.

CONDITIONS

GENERAL

(a) ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE FOR THEIR OBLIGATIONS HEREUNDER. (b) LA Weekly may, in its sole discretion, edit, reclassify or reject any advertising copy submitted by Advertiser, including, without any limitation whatsoever, that LA Weekly may place the word "Advertisement" with any copy that, in its opinion, resembles editorial matter, or it may reject such copy. LA-Weekly does not guarantee the placement of any ad in a specific section or within a page, which placement is dependent upon production requirements and availability. (c) Any cancellations or corrections must be in writing and must be received by the advertising department prior to the deadline stated in the then current rate card; orders, cancellations or corrections communicated orally or after the deadline are entirely at the Advertiser's own risk and LA Weekly assumes no responsibility therefore. (d) In the event of a material error caused by LA Weekly, LA Weekly's liability is limited to the cost of the first insertion for the advertisement at issue, provided, however, that an error will not be subject to adjustment unless it is reported to LA Weekly within 7 days of publication and errors that do not materially affect the value of an advertisement are not subject to any adjustment. IN NO EVENT WILL LA WEEKLY BE LIABLE FOR ANY COSTS, DAMAGES OR LOSS (INCLUDING BUT NOT LIMITED TO LOSS OF PROJECTED EARNINGS) DIRECTLY OR INDIRECTLY ARISING FROM ERRORS IN ADVERTISEMENTS OR WITH RESPECT TO AD PLACEMENT OR IF, FOR ANY REASON, IT FAILS TO PUBLISH AN ADVERTISEMENT OR CIRCULATE ALL OR ANY PART OF ANY ISSUE. (e) Upon Advertiser's written request prior to the billing of any amounts payable hereunder, LA Weekly will furnish an affidavit of publication, provided that the furnishing of any such affidavit is not a condition precedent to the payment of any amount due and payable hereunder. (f) This Agreement may not be transferred by the Advertiser without LA Weekly's prior written consent. (g) LA Weekly's advertising representatives are not authorized to amend the terms of this Agreement, either orally or in writing. LA Weekly will not be bound by any terms or conditions whatsoever appearing on order blanks, copy instructions, insertion orders or other documents from, or communications by, Advertiser. The failure or delay of LA Weekly to enforce any term or condition of this Agreement will not be construed as a waiver of any of its rights. (h) This Agreement will be interpreted and enforced in accordance with the laws of the State of California, applicable to agreements made and to be wholly performed therein.

TERM, TERMINATION AND RENEWAL

(a) At the expiration of the initial term of this Agreement, it will automatically renew for a successive term at the then prevailing rates, unless either party gives written notice of termination to the other party at least 14 days prior to the expiration of the then existing term. (b) Advertiser may terminate this Agreement at any time upon 14 days' prior written notice, but only as to ads remaining to be published at that time. Upon termination by Advertiser for any reason, any amounts due will immediately become due and payable and Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination. (c) LA Weekly may terminate this Agreement at any time. In that event, any amounts due from Advertiser will immediately become due and payable; Advertiser will be entitled to any frequency discounts which would have been earned had the Agreement run to its scheduled date of expiration, unless LA Weekly terminates the Agreement because of a breach by Advertiser, in which case Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination.

WARRANTIES AND REPRESENTATIONS AND INDEMNIFICATION

Advertiser warrants and represents that it has the full right and authority to utilize all material provided for publication, including all textual or graphic matter, and that its advertisements will not violate any person or entity's rights or violate any law. Upon request, Advertiser will supply LA Weekly with copies of licenses, releases or other written proof of such rights and, upon request, Advertiser will supply LA Weekly with documentation of any advertising claims made in material provided by Advertiser. Advertiser will indemnify and save LA Weekly harmless from any loss, cost, liability, claim, suit or damages arising out of or in connection with any claim which, if sustained, would constitute a breach of Advertiser's warranties and representations or otherwise arising out of or in connection with the publication of any material furnished to LA Weekly, any Advertiser-sponsored contests or promotions, or any co-op or other advertising for the Advertiser that is subsidized or otherwise paid for by a third party. The provisions of this paragraph will survive the termination of this Agreement.

