

		Monthly Rates											
sgvtribune.com		pasadenastarnews.com			Open Rates (non-contract)			6 Month Contract 10% Discount			12 Month Contract 25% Discount		
	# ads	Ad Size	Monthly Impressions	Impressions per ad	Client Provided	Animated	Animated Flash	Client Provided	Animated	Flash	Client Provided	Animated	Flash
Home Page - Leaderboard	6	728x90	300,000	50,000	\$1,250	\$1,350	\$1,500	\$1,125	\$1,215	\$1,350	\$938	\$1,013	\$1,125
Home Page - Skyscraper	6	160x600	300,000	50,000	\$1,250	\$1,350	\$1,500	\$1,125	\$1,215	\$1,350	\$938	\$1,013	\$1,125
News - Leaderboard	5	728x90	135,000	27,000	\$675	\$775	\$925	\$608	\$698	\$833	\$506	\$581	\$694
News - Skyscraper	5	160x600	135,000	27,000	\$675	\$775	\$925	\$608	\$698	\$833	\$506	\$581	\$694
News - Big Ads	4	300x250	88,000	22,000	\$550	\$650	\$800	\$495	\$585	\$720	\$413	\$488	\$600
Sports - Leaderboard	4	728x90	80,000	20,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563
Sports - Skyscraper	4	160x600	80,000	20,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563
Sports - Big Ads	3	300x250	77,000	27,000	\$642	\$742	\$892	\$578	\$668	\$803	\$481	\$556	\$669
Sports- Lakers - Leaderboard	1	728x90	3,800	3,800	\$95	\$195	\$345	\$86	\$176	\$311	\$71	\$146	\$259
Sports- Lakers - Skyscraper	1	160x600	3,800	3,800	\$95	\$195	\$345	\$86	\$176	\$311	\$71	\$146	\$259
Sports- Dodgers - Leaderboard	1	728x90	2,100	2,100	\$53	\$153	\$303	\$47	\$137	\$272	\$39	\$114	\$227
Sports- Dodgers - Skyscraper	1	160x600	2,100	2,100	\$53	\$153	\$303	\$47	\$137	\$272	\$39	\$114	\$227
Sports- Angels - Leaderboard	1	728x90	1,200	1,200	\$30	\$130	\$280	\$27	\$117	\$252	\$23	\$98	\$210
Sports- Angel - Skyscraper	1	160x600	1,200	1,200	\$30	\$130	\$280	\$27	\$117	\$252	\$23	\$98	\$210
Sports- USC - Leaderboard	1	728x90	6,450	6,450	\$161	\$261	\$411	\$145	\$235	\$370	\$121	\$196	\$308
Sports- USC - Skyscraper	1	160x600	6,450	6,450	\$161	\$261	\$411	\$145	\$235	\$370	\$121	\$196	\$308
Sports - UCLA - Leaderboard	1	728x90	6,800	6,800	\$170	\$270	\$420	\$153	\$243	\$378	\$128	\$203	\$315
Sports - UCLA - Skyscraper	1	160x600	6,800	6,800	\$170	\$270	\$420	\$153	\$243	\$378	\$128	\$203	\$315
Sports - Prep - Leaderboard	8	728x90	185,000	23,125	\$578	\$678	\$828	\$520	\$610	\$745	\$434	\$509	\$621
Sports - Prep - Skyscraper	8	160x600	185,000	23,125	\$578	\$678	\$828	\$520	\$610	\$745	\$434	\$509	\$621
Sports - Prep - Big Ads	6	300x250	150,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
Photo Galleries - Leaderboard	4	728x90	100,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
Coffee Break - Leaderboard	1	728x90	28,000	28,000	\$700	\$800	\$950	\$630	\$720	\$855	\$525	\$600	\$713
Coffee Break - Skyscraper	1	160x600	28,000	28,000	\$700	\$800	\$950	\$630	\$720	\$855	\$525	\$600	\$713
Health - Leaderboard	1	728x90	2,950	2,950	\$74	\$174	\$324	\$66	\$156	\$291	\$55	\$130	\$243
Health - Skyscraper	1	160x600	2,950	2,950	\$74	\$174	\$324	\$66	\$156	\$291	\$55	\$130	\$243
Travel - Leaderboard	1	728x90	9,200	9,200	\$230	\$330	\$480	\$207	\$297	\$432	\$173	\$248	\$360
Travel - Skyscraper	1	160x600	9,200	9,200	\$230	\$330	\$480	\$207	\$297	\$432	\$173	\$248	\$360
Travel - Big Ads	1	300x250	5,000	5,000	\$125	\$225	\$375	\$113	\$203	\$338	\$94	\$169	\$281
Weather - Leaderboard	1	728x90	4,100	4,100	\$103	\$203	\$353	\$92	\$182	\$317	\$77	\$152	\$264
Weather - Skyscraper	1	160x600	4,100	4,100	\$103	\$203	\$353	\$92	\$182	\$317	\$77	\$152	\$264
Business - Leaderboard	1	728x90	15,000	15,000	\$375	\$475	\$625	\$338	\$428	\$563	\$281	\$356	\$469
Business - Skyscraper	1	160x600	15,000	15,000	\$375	\$475	\$625	\$338	\$428	\$563	\$281	\$356	\$469
Business - Big Ads	1	300x250	12,000	12,000	\$300	\$400	\$550	\$270	\$360	\$495	\$225	\$300	\$413
Obits - All Pages - Leaderboard	2	728x90	57,000	28,500	\$713	\$813	\$963	\$641	\$731	\$866	\$534	\$609	\$722
Obits - All Pages - Skyscraper	2	160x600	57,000	28,500	\$713	\$813	\$963	\$641	\$731	\$866	\$534	\$609	\$722
Obits - All Pages - Big Ads	2	300x250	57,000	28,500	\$713	\$813	\$963	\$641	\$731	\$866	\$534	\$609	\$722
Entertainment - Leaderboard	2	728x90	40,000	20,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563
Entertainment - Skyscraper	2	160x600	40,000	20,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563
Entertainment - Big Ads	2	300x250	40,000	20,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563

Entertainment-- LA.com	# ads	Ad Size	Monthly Impressions	Impressions per ad	Client Provided	Animated	Animated Flash	Client Provided	Animated	Flash	Client Provided	Animated	Flash
LA.com Home Page - Leaderboard	5	728x90	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Home Page - Skyscraper	5	160x600	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Home Page - Big Ads	5	300x250	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Dining - Leaderboard	5	728x90	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Dining - Skyscraper	5	160x600	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Dining - Big Ads	5	300x250	400,000	80,000	\$2,000	\$2,100	\$2,250	\$1,800	\$1,890	\$2,025	\$1,500	\$1,575	\$1,688
LA.com Nightlife - Leaderboard	5	728x90	350,000	70,000	\$1,750	\$1,850	\$2,000	\$1,575	\$1,665	\$1,800	\$1,313	\$1,388	\$1,500
LA.com Nightlife - Skyscraper	5	160x600	350,000	70,000	\$1,750	\$1,850	\$2,000	\$1,575	\$1,665	\$1,800	\$1,313	\$1,388	\$1,500
LA.com Nightlife - Big Ads	5	300x250	350,000	70,000	\$1,750	\$1,850	\$2,000	\$1,575	\$1,665	\$1,800	\$1,313	\$1,388	\$1,500
LA.com Shopping - Leaderboard	5	728x90	200,000	40,000	\$1,000	\$1,100	\$1,250	\$900	\$990	\$1,125	\$750	\$825	\$938
LA.com Shopping - Skyscraper	5	160x600	200,000	40,000	\$1,000	\$1,100	\$1,250	\$900	\$990	\$1,125	\$750	\$825	\$938
LA.com Shopping - Big Ads	5	300x250	200,000	40,000	\$1,000	\$1,100	\$1,250	\$900	\$990	\$1,125	\$750	\$825	\$938
LA.com Events - Leaderboard	5	728x90	125,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Events - Skyscraper	5	160x600	125,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Events - Big Ads	5	300x250	125,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Attractions - Leaderboard	4	728x90	100,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Attractions - Skyscraper	4	160x600	100,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Attractions - Big Ads	4	300x250	100,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
LA.com Hotel and Travel - Leaderboard	2	728x90	30,000	15,000	\$375	\$475	\$625	\$338	\$428	\$563	\$281	\$356	\$469
LA.com Hotel and Travel - Skyscraper	2	160x600	30,000	15,000	\$375	\$475	\$625	\$338	\$428	\$563	\$281	\$356	\$469
LA.com Hotel and Travel - Big Ads	2	300x250	30,000	15,000	\$375	\$475	\$625	\$338	\$428	\$563	\$281	\$356	\$469
LA.com Guides - Leaderboard	2	728x90	10,000	5,000	\$125	\$225	\$375	\$113	\$203	\$338	\$94	\$169	\$281
LA.com Guides - Skyscraper	2	160x600	10,000	5,000	\$125	\$225	\$375	\$113	\$203	\$338	\$94	\$169	\$281
LA.com Guides - Big Ads	2	300x250	10,000	5,000	\$125	\$225	\$375	\$113	\$203	\$338	\$94	\$169	\$281
LA.com Showbiz - Leaderboard	2	728x90	4,000	2,000	\$50	\$150	\$300	\$45	\$135	\$270	\$38	\$113	\$225
LA.com Showbiz - Skyscraper	2	160x600	4,000	2,000	\$50	\$150	\$300	\$45	\$135	\$270	\$38	\$113	\$225
LA.com Showbiz - Big Ads	2	300x250	4,000	2,000	\$50	\$150	\$300	\$45	\$135	\$270	\$38	\$113	\$225
Run of Site	# ads	Ad Size	Monthly Impressions	Impressions per ad	Client Provided	Animated	Animated Flash	Client Provided	Animated	Flash	Client Provided	Animated	Flash
Run of Site Ads (Bottom and Top Posi	20	728x90	500,000	25,000	\$500	\$600	\$750	\$450	\$540	\$675	\$375	\$450	\$563
Classified	# ads	Ad Size	Monthly Impressions	Impressions per ad	Client Provided	Animated	Animated Flash	Client Provided	Animated	Flash	Client Provided	Animated	Flash
Marketplace/Classifeds - Leaderboard	8	728x90	185,000	23,125	\$578	\$678	\$828	\$520	\$610	\$745	\$434	\$509	\$621
Marketplace/Classifeds - Skyscraper	8	160x600	185,000	23,125	\$578	\$678	\$828	\$520	\$610	\$745	\$434	\$509	\$621
Employment/CareerSite - Leaderboard	10	728x90	250,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
Employment/CareerSite - Skyscraper	10	160x600	250,000	25,000	\$625	\$725	\$875	\$563	\$653	\$788	\$469	\$544	\$656
Real Estate - SoCalHomeSite - Leaderboard	7	728x90	186,000	26,571	\$664	\$764	\$914	\$598	\$688	\$823	\$498	\$573	\$686
Real Estate - SoCalHomeSite - Skyscraper	7	160x600	186,000	26,571	\$664	\$764	\$914	\$598	\$688	\$823	\$498	\$573	\$686
Automotive - Leaderboard	1	728x90	3,200	3,200	\$80	\$180	\$330	\$72	\$162	\$297	\$60	\$135	\$248
Automotive - Skyscraper	1	160x600	3,200	3,200	\$80	\$180	\$330	\$72	\$162	\$297	\$60	\$135	\$248