



# Metropolitan News-Enterprise

a publication of the METROPOLITAN NEWS COMPANY

## DISPLAY & CLASSIFIED

**Advertising Rates and  
Copy Information**

# Metropolitan News-Enterprise

## DISPLAY ADVERTISING RATES

### 1. MANAGEMENT

Editor & Co-Publisher  
**Roger M. Grace**

General Manager  
**Vahn Babigian**

Co-Publisher  
**Jo-Ann W. Grace**

### 2. OFFICES

#### A. MAIN OFFICE:

P.O. Box 60859  
Los Angeles, California 90060  
(213) 346-0033  
FAX (213) 687-3886

Delivery address: 210 South Spring Street  
Los Angeles, California 90012

#### B. COURTHOUSE OFFICES:

Los Angeles Courthouse  
111 North Hill Street, Room 113  
Los Angeles, California 90012  
Phone (213) 346-0033  
FAX (213) 687-8246

Van Nuys Courthouse  
6230 Sylmar Ste. A102  
Van Nuys, California 91401  
Phone (818) 787-7635

### 3. COMMISSION/ CASH DISCOUNTS/ TERMS OF PAYMENT

**A.** 15% commission allowed to recognized advertising agencies on invoices paid within 30 days.

**B.** All advertising charges are due and payable upon receipt.

**C.** Payments must accompany all orders from accounts which have not established credit with the Metropolitan News-Enterprise.

**D.** A late fee of one and one-half percent (18% per annum) will be applied to any charges which are not paid within 30 days after the advertisement's first run date.

**E.** In the event of legal action to collect sums due for advertising, the advertiser and agency, if any, shall be jointly liable for the cost of the advertisement, plus interest and reasonable attorney fees.

## 4. GENERAL RATE POLICY

**A.** Alcoholic beverage advertising accepted.

**B.** The publisher's liability for an error shall not exceed the cost of a single insertion of the advertisement.

**C.** All rates subject to any applicable tax.

**D.** All advertising copy similar in form to editorial material must be marked "advertisement."

**E.** Cancellation notice must be received two days prior to date of publication.

**F.** Newspaper will not knowingly publish material that is in violation of the law. Advertiser and/or agency warrant that each has the authority to place the ad and agree to assume all liability based upon advertisements placed by advertiser and/or agency, and to indemnify newspaper in connection with any claims made against it stemming from the advertisement

**G.** Publisher does not guarantee position.

## 5. COLOR RATES AND DATA

Spot color available by prior arrangement only.

Frequency	1x	6x	13x	26x	52x
Black+1 Color	\$250	212	202	170	154

**A.** Color rates do not include cost of positives or separations. Rates available upon request.

**B.** Closing: four days before publication date.

**C.** Full color available.

## 6. SPECIAL SERVICES

No Charge for typesetting. No art supplied by publisher.

**A.** Copy and layout

**B.** Veloxes available

up to half page size	\$15.00
half page and up	\$25.00
additional copies (each)	\$10.00

**C.** Free pickup if within courier route.

## 7. DEADLINES

**A.** Display: noon 48 working hours prior to publication (Thursday for Monday).

**B.** Classified: 9:00 a.m. day before publication (Friday for Monday).

**C.** Cancellation: the cancellation deadline is same as the order deadline.

# *Metropolitan News-Enterprise*

## 8. CONTRACTS

**A.** Contracts must be completed within one year from date of contract, not from first insertion.

**B.** Contracts must be for a definite schedule or for definite space to be used within one year from date.

**C.** Not completed contracts will be short-rated.

**D.** Contracts not received within 30 days of first requested insertion places all ads received and run before actual receipt by publisher of "open" rate.

## 9. PRE-PRINTED INSERT RATES

Frequency	1-5x	6-14x	15-25x	26-48x	49+x
Per Thousand	\$40	37	34	32	28

**A.** Plus \$90.00 handling charge.

**B.** Pre-prints may be distributed any issue.

**C.** Pre-prints must be delivered in tied bundles, or separately boxed untied bundles, and must be uniform in count and not exceed 25 pounds gross weight.

**D.** Shipments are to be delivered prepaid to:

Metropolitan News-Enterprise  
210 South Spring Street  
Los Angeles, CA 90012

Shipments must arrive no later than six (6) days prior to distribution. Receiving hours are 8:00 a.m. to 5:30p.m., Monday through Friday except holidays.

**E.** Format must not create the impression that this is a piece of first or third class mail.

**F.** If the pre-print supplement includes coupons or order forms designed to stimulate mail orders, such coupons - or order forms must not occupy more than half of and page.

**G.** All editorial matter must carry the word "Advertisement" at the top of each page or portion of the page.

**H.** The publisher reserves the right to refuse any pre-print

**I.** Material not in conformity with the above requirements will not be accepted from shipper.

## 10. MECHANICAL MEASUREMENTS

Width of paper .....	10.25"
Depth of paper .....	16"
Column width.....	3.25"
Columns to page.....	3"
Column inches to page .....	48"

## 11. DISPLAY RATES

Ad Size	Frequency				
	1x	6x	13x	26x	
Full page	\$375	345	325	262	240
2/3 page	\$252	228	219	177	162
1/2 page	\$198	180	172	138	126
1/3 page	\$138	124	120	96	88

### Column Inch rates (per insertion)

Frequency	Open	6x	13x	26x	52x
	\$9.00	8.70	8.10	7.80	7.20

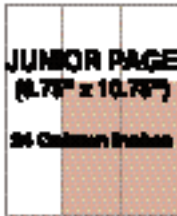
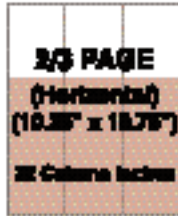
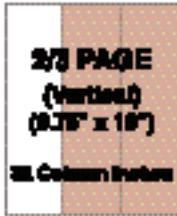
### Contract rate per column inch per contract year

Inches Per Year	Bulk Rate
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Open	\$9.00
65"	8.40
129"	7.80
258"	7.25
516"	6.90
774"	6.75
1,161	6.60
1,677	6.45
3,354	6.35
5,031	6.25
6,708	6.10
8,385	5.95
10,062	5.55

# Metropolitan News-Enterprise

## 12. DISPLAY AD SIZE REFERENCE



## CLASSIFIED RATES

Effective November 1, 2000

### 1. COMMISSION

A. Classified rates are non-commissionable.

### 2. POLICY

A. The publisher reserves the right to correctly classify any advertisement.

B. The publisher cannot guarantee any advertisement's position.

C. Met-News Liability-Please verify the accuracy of your ad the first day it is scheduled for publication. The publisher will not be liable for failure to publish an ad as requested or for more than one incorrect insertion of an advertisement. In the event of any error or omission in printing or publication of an advertisement, the publisher's liability shall be limited to the cost of one insertion of the advertisement. Under no circumstances shall the publisher be liable for consequential damages of any kind.

### 3. CLASSIFIED RATES

#### Column Inch rates (per insertion)

Frequency	Open	5-9x	10-19x	20+x
	\$7.35	\$6.75	\$6.30	\$6.15

Box numbers \$12.00 additional charge on each order.