

## **A one page black and white article in the LA times**

### **LA Times Main Section, Full Run Ads, as a cost-per ad**

Sunday -- Full Page B/W: \$38,000

Weekday -- Full Page B/W Ad: \$28,800

### **LA Times California Section, Full Run Ads, as a cost-per ad**

Sunday -- Full Page B/W: \$30,700

Weekday -- Full Page B/W Ad: \$23,300

### **LA Times Saturday/Mind & Body Section, Full Run Ads, as a cost-per ad**

Saturday -- Full Page B/W Ad: \$20,500

## **A billboard for one month on the 405 in L.A.**

Ranges from \$25,000 to \$60,000

## **A 15- and 30-second commercial during prime time on a network station (KCRA)**

**Production costs:** approximately \$2,500 to \$3,000 (includes a half-day shoot and one edit; does NOT include talent fee for voice-overs, professional actor and make-up)

**Examples of pricing** (which depends on availability, time of year and the programming during which the commercial runs):

- 30-second commercials range from \$5,000 (Mon-Wed evenings in select areas during specific programs) to \$8,500 (during *Blacklist*) to \$12,000 (during *The Voice*)
- 15-second commercials depend on inventory availability and generally run 65% of 30-second spots; they can do bookends, which are two 15-second spots with one at the top and one at the bottom of breaks for the price of one 30-second spot.

## **An ad at AT&T stadium in SF (not billboard but the kind that hangs on the baseball field wall)**

Two 8 x 8 outfield wall positions available (see below for examples)

\$475,000 each or \$850,000 for the pair

