2018 ADVERTISING RATES

DISPLAY ROP Ads

Open Rate: $19.00 per column inch

Contract Rates:

6 consecutive weeks: $16.00 per column inch
13 consecutive weeks: $15.50 per column inch
26 consecutive weeks: $14.50 per column inch
52 consecutive weeks: $14.00 per column inch

Color: 25% additional charge Full color

Pre-Printed Inserts:
Single Sheet $75.00 per thousand
Add $5 per thousand per 4-page increments

All rates are net

PUBLICATION DATE: Every Thursday

DEADLINES:
Space closing and ads requiring proof: Monday prior to publication date.
Camera ready materials: Tuesday prior to publication date.

MECHANICAL MEASUREMENTS
Tabloid Page: 5 columns x 16 inches (Standard Advertising Unit - SAU)

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col.</td>
<td>2.00</td>
</tr>
<tr>
<td>2 col.</td>
<td>4.0</td>
</tr>
<tr>
<td>3, col.</td>
<td>6.25</td>
</tr>
<tr>
<td>4 col.</td>
<td>8.25&quot;</td>
</tr>
<tr>
<td>5 col.</td>
<td>10.25&quot;</td>
</tr>
</tbody>
</table>

ONLINE ADVERTISING RATES

Leader Board Ads: $8/M impressions - Run of Site 728 X 90 pixels
Cube Ads: $8/M impressions - Run of Site 300 X 250 pixels

*Standard IAB Sizes

E-mail materials to: karen@beverlypress.com
5150 Wilshire Blvd. Suite 330, Los Angeles, CA 90036
Mailing Address: P.O. Box 36036, Los Angeles, CA 90036
Phone: (323) 933-5518 • Fax (323) 933-5812