

General Local Media Rates (Commissionable)

Available to local cable companies with a San Diego address.

■ Dollar-Volume Agreements The more you run, the more you save! Take advantage of these rates with a signed agreement.

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule <small>(Excludes U-TMC)</small>	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$404.00	\$431.00	\$546.00	\$203.00	\$91.00	\$59.00	\$102.25	\$132.25	\$71.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreements												
\$15,000	\$246.45	\$267.50	\$333.25	\$147.30	\$62.80	\$37.90	\$74.50	\$94.20	\$51.00	A	\$47.00	\$49.00
50,000	199.80	216.90	270.05	142.95	61.10	36.95	71.65	90.80	47.75	A	47.00	49.00
125,000	188.05	204.10	254.15	138.65	59.35	35.80	68.85	87.45	46.55	B	45.00	47.00
400,000	177.65	192.90	240.15	133.45	57.10	34.35	65.50	83.40	43.95	B	45.00	47.00

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT			
Group Rates	\$201.00	\$219.00	\$272.00	\$145.00	\$63.00	\$39.00	\$74.25	\$93.85	\$50.80			

*Includes both Union-Tribune and Today's Local News, Enlace or sdBackyard distribution.

The following items apply to Dollar-Volume Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- Dollar-volume contract advertisers have the opportunity to earn lower rates as expenditures increase. Lower rates will apply as levels above signed agreement are achieved.
- HOLIDAY RATE & DISTRIBUTION:** Certain holidays are designated as Bonus Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP and color rates will apply.

Holiday Bonus Days: January 1, February 16, May 25, July 3, September 7, October 12, November 11, 26 & 27, December 25.

■ Full-Run Frequency Program

You qualify for our frequency discount program when your ad runs multiple times in the same calendar week (Sun. through Sat.).

Discount:

- 1st ad - regular price
- 2nd ad - 20% discount
- 3rd ad - 30% discount
- 4th & subsequent ads - 40% discount

Qualifiers:

- 6" minimum ad-size required.
- The same ad, without art or copy changes, must run the entire week.
- Ads running on Sunday are always full price.
- Discount opportunities also apply to color costs.

The San Diego Union-Tribune

To advertise, call (619) 299-3131 • (800) 244-6397 ext.2491

P.O. Box 120191, San Diego, CA 92112-0191

www.utads.com