

# General Local Broadcast Rates (Commissionable)

Available to local radio and TV 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
<b>Non-agreement</b>	\$248.00	\$276.00	\$343.00	\$153.00	\$70.00	\$42.00	\$84.25	\$108.25	\$59.25	A	\$41.50	\$43.50
<b>Net Annual Dollar-Volume Agreements</b>												
\$5,000	\$182.30	\$199.90	\$243.85	\$118.60	\$49.20	\$28.35	\$61.90	\$77.80	\$42.55	A	\$36.50	\$39.00
15,000	152.95	167.60	204.00	109.55	44.65	26.25	57.45	72.05	39.55	B	35.50	38.00
50,000	143.10	156.85	191.00	101.90	40.95	23.40	52.60	66.05	34.95	B	35.50	38.00
100,000	139.80	153.25	186.55	99.00	38.70	22.75	50.20	62.90	33.35	C	34.50	36.50
275,000	131.40	144.25	175.55	90.50	36.50	21.60	47.10	59.20	31.95	C	34.50	36.50
400,000	128.45	140.90	171.40	87.90	35.50	21.15	45.00	56.75	30.20	C	34.50	36.50

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<b>Group Rates</b>	\$145.00	\$158.00	\$192.00	\$103.00	\$42.00	\$24.00	\$55.25	\$69.15	\$38.06	

\*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