

**General Enlace** (Commissioable)  
*Weekly Spanish-language publication*

■ **Enlace Rates**

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
<b>Non-Agreement</b>	\$47.00	A	\$48.00
\$35,000	40.55	A	46.00
80,000	38.95	B	44.00
200,000	37.45	B	44.00
325,000	35.70	B	44.00
500,000	33.85	C	41.00
750,000	32.20	C	41.00

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
<b>Annual Frequency Agreement</b>			
3-12 (Weeks) Insertions	\$43.90	A	\$46.00
13+ (Weeks) Insertions	42.20	A	46.00

Contract levels not shown above qualify for the next smallest commitment level.

■ **Pick-up Rates:**

A 30% discount off the open rate applies to both the ROP space and color charges when you pick-up your ad into Enlace within 10 days of publication in the U-T.

■ **ROP Color Rates**

One color	\$495.00
Two colors	690.00
Four colors	800.00

■ **Enlace Preprint Rates**

	(Cost Per Thousand)		
	A Schedule	B Schedule	C Schedule
4-Page Tab	\$53.50	\$51.50	\$48.50
6-Page Tab	55.50	53.50	50.50
8-Page Tab	60.50	57.50	51.50
10-Page Tab	69.50	67.50	60.50
12-Page Tab	73.50	71.50	63.50
16-Page Tab	82.00	80.00	71.00
20-Page Tab	90.00	88.00	80.00

Standard = 2 X tab page count (i.e. 6-page standard = 12-page tab). For preprint with more pages than listed above, add the following per cpm for schedule indicated.

**Schedule A)** +\$5 per 2 tab pages  
**Schedule B)** +\$4 per 2 tab pages  
**Schedule C)** +\$3 per 2 tab pages

■ **Enlace Charity/Non-Profit Rate**

Non-profit rates are reserved for organizations with government approved non-profit status.

Cost Per Column Inch	\$40.55
----------------------	---------

■ **Ad Dimensions**

**STANDARD-PAGE COLUMN WIDTHS**

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

**DOUBLE-TRUCK COLUMN WIDTHS**

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

■ **Deadlines**

Space reservation and copy for proof: Monday at 3 p.m. Camera-ready artwork: Tuesday at 5 p.m. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

■ **Cancellations**

Display Ads: noon PST, Monday prior to publication.

■ **Send your ads online via AdDesk**

AdDesk is a service designed to send your ads via the internet. For instructions on setting up your digital files and sending your ad, go to [www.utads.com](http://www.utads.com) and click on AdDesk.

■ **Materials for preparing ads**

Guidelines to produce and send digital ads are available online at [www.utads.com](http://www.utads.com).

- 85-through 100-line screen required.
  - Screened area should be between 20% and 80%
  - Please note there is a 35% dot gain on press.
  - Reverses: solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
  - Reverse type should not be less than 14-point sans serif.
- For more information go online at [www.utads.com](http://www.utads.com) or call your account manager.

■ **Translations and production**

Enlace provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

**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](http://www.utads.com)