

Print Plus — 50# Book Stock

- Cost includes print, distribution, creative and needed spoilage.
- Distribution minimums: Sunday paid = 30,000, daily paid and TMC = one full ZIP Code
- Minimum 15,000 order
- La Bolsa Azul, TLN and/or Enlace can be added to any order.
- Continuous or multiple drops not available. No run-outs or partial zips.
- One advertiser per piece.
- All prices are cost per thousand. Some limitations may apply.
- Save \$1 cpm with a 24-time frequency agreement.
- Add \$7.65 cpm surcharge to MTZ (Micro Target Zones) program.

■ Option 1 – 11" x 11-3/4"

Four-color process or spot color. Image area: 10-1/2" x 11-1/4" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	250,000	500,000
1	\$57.15	\$55.05	\$54.40	\$53.05	\$51.70	\$50.60	\$49.75
2	59.70	57.40	56.75	54.15	52.35	51.10	50.20
3	61.25	58.85	57.55	54.75	52.85	51.60	50.45
4	61.85	59.40	58.65	55.60	53.10	52.65	51.10
5	63.00	60.45	59.65	55.90	53.50	53.05	51.80
6	64.55	61.85	61.05	56.70	53.85	53.30	52.00
7	65.70	62.90	62.05	57.25	54.20	53.55	52.10
8	66.55	63.70	62.85	57.40	54.80	53.95	52.45

■ Option 2 – 8-1/2" x 11"

Four-color process or spot color. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$51.35	\$49.70	\$49.25	\$48.85	\$48.45	\$48.10	\$47.75	\$47.35	\$47.00
2	53.90	52.10	51.50	50.75	50.30	49.45	49.10	48.70	48.35
3	55.40	53.45	52.85	51.70	51.15	50.30	50.00	49.60	49.20
4	56.20	54.15	53.55	52.45	51.85	51.15	50.80	50.45	50.05
5	58.60	56.40	55.70	54.40	53.70	52.00	51.70	51.30	50.90
6	59.60	57.30	56.55	55.25	54.55	52.85	52.55	52.15	51.75
7	62.65	60.10	59.30	57.95	57.30	54.00	53.30	52.70	52.30
8	65.65	62.85	62.00	59.90	58.45	54.80	53.70	52.90	52.55

■ Option 3 – 5-1/2" x 8-1/2"

Four-color process or spot color. Image area: 5" x 8" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$44.80	\$43.75	\$43.20	\$43.10	\$42.85	\$42.70	\$42.50	\$42.35	\$42.15
2	45.85	44.80	44.45	44.05	43.85	43.45	43.30	42.90	42.60
3	46.65	45.50	45.15	44.55	44.30	43.85	43.65	43.55	43.30
4	47.45	46.20	45.45	44.95	44.60	44.30	44.15	43.90	43.65
5	48.70	47.30	46.55	45.95	45.55	44.70	44.55	44.40	44.15
6	50.00	48.60	47.00	46.30	46.00	45.15	45.00	44.80	44.55
7	51.80	50.25	49.10	47.70	47.40	45.70	45.40	45.15	44.95
8	52.55	50.85	49.75	50.30	48.70	46.45	45.75	45.45	45.15

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