

2010 GENERAL RATES

General Financial Rates (Commissionable)

Financial rates are available to all banks, savings & loans, credit unions, mortgage companies/brokers, stock companies/brokers, investment & fund companies, insurance companies/brokers, financial service companies/planners and title companies.

■ **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 (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$418.00	\$445.00	\$553.00	\$203.00	\$91.00	\$59.00	\$102.25	\$129.25	\$73.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreement												
\$35,000	\$233.90	\$252.45	\$304.45	\$136.90	\$58.40	\$35.15	\$70.05	\$87.40	\$51.00	A	\$47.00	\$49.00
80,000	216.40	232.55	284.25	132.90	56.75	34.25	68.50	85.40	49.95	B	45.00	47.00
125,000	206.55	224.20	274.25	130.85	55.85	33.60	67.60	84.25	49.35	B	45.00	47.00
200,000	198.40	215.30	265.95	127.65	54.35	32.85	65.25	81.45	47.45	B	45.00	47.00
325,000	195.15	211.60	261.25	125.70	53.55	32.35	64.40	80.35	46.90	B	45.00	47.00
500,000	191.95	208.40	256.65	123.70	52.70	31.70	62.10	77.70	45.00	C	42.00	44.00
750,000	188.95	205.15	252.80	122.70	52.35	31.45	61.55	76.95	44.65	C	42.00	44.00
1,000,000	186.40	202.25	249.00	121.70	51.95	31.20	60.00	75.25	43.25	C	42.00	44.00

■ Frequency Agreements

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 (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Annual Frequency Agreement												
3-12 (Weeks) Insertions	\$278.45	\$302.15	\$373.10	\$139.55	\$59.75	\$36.05	\$71.55	\$90.35	\$49.00	A	\$47.00	\$49.00
13+ (Weeks) Insertions	261.15	283.45	350.20	138.85	59.30	35.75	69.85	88.45	46.55	A	47.00	49.00

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	\$223.00	\$241.00	\$296.00	\$136.00	\$60.00	\$36.00	\$71.25	\$89.95	\$48.80			

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

The following items apply to both Dollar-Volume & Frequency 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.
- Frequency agreement insertions are based on the calendar week.
- 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: Sunday circulation quantities are in effect for 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