

## Advertising Rates

### ■ ROP Color Rates (Commissionable)

Increase your sales with color.

	DAILY	SUNDAY
One Color & Black	\$2,300	\$2,675
Two Colors & Black	3,400	3,925
Three Colors & Black	3,975	4,550

Flat charges for color are in addition to the space charges at the applicable black and white rates. Such charges cover color ads from 1 column inch to a full page. Double trucks with color on both pages carry a color charge for each page.

### ■ Zone Color Rates (Commissionable)

One color and black	DAILY	SUNDAY
Central Zone	\$1,370	n/a
East Zone	590	n/a
South Zone	470	n/a
North Zones	845	\$945
North Inland or Coastal Zones	630	n/a

  

Full color	DAILY	SUNDAY
Central Zone	\$2,340	n/a
East Zone	980	n/a
South Zone	715	n/a
North Zones	1,450	\$1,610
North Inland or Coastal Zones	1,105	n/a

**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.

**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