

**2009**      **Retail Rate Book**

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Rate book #40

RATES EFFECTIVE JANUARY 1, 2009

## UNION-TRIBUNE PUBLISHING COMPANY

### Mailing address:

Union-Tribune Publishing Company  
P.O. Box 120191  
San Diego, CA 92112-0191

### Street address:

350 Camino de la Reina  
San Diego, CA 92108-3090

### Online newspaper:

[www.signonsandiego.com](http://www.signonsandiego.com)

### Online advertising information:

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

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M-F 8:30 a.m. to 5 p.m.  
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FAX (619) 293-1769  
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(1-800-244-6397)

## MEMBER OF:

- Advertising Club of San Diego
- American Advertising Federation (AAF)
- Audit Bureau of Circulation (ABC)
- Better Business Bureau (BBB)
- Building Industry Association (BIA)
- California Classified Advertising Executives (CCAEE)
- California Newspaper Advertising Executives Association (CNAEA)
- California Newspaper Publishers Association (CNPA)
- East San Diego County Board of Realtors
- Fair Housing Council
- Greater San Diego Chamber of Commerce
- Hispanic Chamber of Commerce
- International Newspaper Marketing Association (INMA)
- Metropolitan Sunday Newspapers, Inc.
  - Sunday Magazine Bureau
  - Metro Comics
- National Association of Hispanic Newspapers (NAHP)
- National Four-Color Newspaper Network
- National Newspaper Network (NNN)
- New Car Dealers Association (NCDA)
- Newspaper Association of America (NAA)
- Newspapers First Big & Easy Network
- Newspaper Special Section Network (NSSN)
- San Diego Apartment Association (SDAA)
- San Diego Association of Health Care Recruiters
- San Diego Association of Realtors (SDAR)
- San Diego Direct Marketing Association
- Smart-Circ of America
- The Newspaper Network, Inc. (TNN)
- Tribune Media Services, Inc.
- Western Classified Advertising Association (WCAA)

## UNION-TRIBUNE ADVERTISING OFFICES

### MAIN OFFICES

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### THE SAN DIEGO UNION-TRIBUNE:

Published seven days a week.

### ADJUDICATION:

The San Diego Union-Tribune.  
Court Decree 169895. Est. 1868  
A division of The Copley Press, Inc.  
State of Illinois, February 17, 1928

## WHO'S WHO AT THE UNION-TRIBUNE

### PUBLISHER

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## COMMISSION & TERMS OF PAYMENT

Our retail rates are non-commissionable. However, for your convenience, you may submit a written request to have your ads placed through your advertising agency at the commissionable retail rate.

You can establish billing directly with your agency, but keep in mind that the advertiser is ultimately responsible for payment of all invoices. When we accept advertising on a credit basis, payment is due according to the terms on the invoice. Cash discounts are not available.

## POLICY

The retail rates apply if you sell goods or services through one or more retail outlets that you own and operate within San Diego, Imperial, Orange, Riverside counties or Mexico (Ensenada North). Retail rates don't apply to any ads that fit in the General or Classified category. The classification of all advertising will be determined by the publisher.

1. Position orders: We will attempt to place advertisements in line with your preference, but as advertising positions are not guaranteed, we can make no adjustments if and when a position request is not fulfilled. We cannot accept advertising orders which direct an ad to be omitted if not run in a special position or on a designated page.
2. Display advertising set to resemble news content will be labeled "ADVERTISEMENT."

3. Liability for errors: The Union-Tribune Publishing Co. is liable for errors in advertisements only when it fails to correct errors plainly marked by the advertiser on the proof and returned to the office by the designated proof-return deadline. Our liability then shall be limited to the actual cost of the portion of the advertisement occupied by the error.
4. Solid reverses must be screened to 80% tone if they occupy more than 30% of the entire ad (on ads 6-column-inches or larger).
5. The Union-Tribune Publishing Co. reserves the right to reject any advertising.
6. The Union-Tribune Publishing Co. reserves the right to revise its advertising rates at any time upon 30 days written notice. Advertising agreements accepted are subject to this reservation.
7. The advertiser may cancel his or her advertising agreement without an adjustment charge on the date the new or higher rates become effective, provided written notice of such a cancellation is given to Union-Tribune Publishing Co. before said date.
8. Advertisers with ads measuring at least five column-inches may receive proof delivery.

## RETAIL 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
<b>Non-agreement</b>	\$200.00	\$226.00	\$286.00	\$123.00	\$57.00	\$33.00	\$69.00	\$87.00	\$47.19	A	\$34.00	\$36.00
<b>Annual Dollar-Volume Agreements</b>												
\$2,500	\$161.95	\$179.30	\$220.85	\$99.90	\$42.60	\$24.70	\$53.00	\$65.90	\$35.81	A	\$30.00	\$32.00
5,000	151.20	167.45	206.30	98.60	40.90	23.60	51.15	63.50	34.57	A	30.00	32.00
7,500	136.20	150.80	185.25	96.85	40.05	23.00	50.20	62.30	33.93	A	30.00	32.00
15,000	126.25	139.80	171.75	90.45	36.85	21.65	47.20	58.40	31.92	B	29.00	31.00
25,000	121.30	134.35	165.10	86.35	35.90	20.35	45.20	56.10	30.25	B	29.00	31.00
50,000	117.25	129.85	159.65	84.05	33.75	19.35	43.05	53.30	28.81	B	29.00	31.00
100,000	114.55	126.85	155.95	81.65	31.95	18.80	40.15	49.80	27.54	C	28.00	30.00
175,000	112.25	124.25	152.75	78.20	30.75	18.00	39.05	48.40	26.80	C	28.00	30.00
275,000	106.95	118.55	145.65	74.00	29.85	17.65	38.10	47.15	26.17	C	28.00	30.00
400,000	104.00	115.20	141.55	71.90	29.00	17.25	37.25	46.05	25.60	C	28.00	30.00

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

### The following items apply to Dollar-Volume Agreements:

1. The full-run and zone group rates are the \$7,500 Yearly Dollar-Volume Agreement levels.
2. 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.
3. 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.).
4. 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.

The only money spent with the Union-Tribune that does not count toward your Dollar-Volume Discount Agreement are miscellaneous charges for veloxes, printing, postage, solo-mailing, transportation, split-runs, surcharges, etc.

### The Benefits of Dollar-Volume Discount Agreements

You get a discount on Union-Tribune display advertising products based on the total net dollars you spend on all products combined. Whether you place your ads in full run or zone ROP, color or black and white, preprints or single-sheet inserts, the total of all these products combined is used to calculate the discount on your overall agreement. Every dollar you spend in any of our products, including SignOnSanDiego, counts toward your Dollar-Volume Discount Agreement with the Union-Tribune.

Your San Diego Union-Tribune account manager will help you take full advantage of every product we offer so you can target your audience with the message you choose on a schedule and budget that works for you.

## 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.

## FULL-RUN FREQUENCY PROGRAM

You qualify for our frequency discount program when your ad runs in the same calendar week multiple times (Sunday through Saturday).

- 1st ad — regular price
- 2nd ad — **20% discount**
- 3rd ad — **30% discount**
- 4th and subsequent ads — **40% discount**

### Qualifiers:

- 6-inch 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.

### 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.

### 1st Ad

**Regular Price**

### 2nd Ad

**20% off**

### 3rd Ad

**30% off**

### 4th + Ads

**40% off**



## DISPLAY PICK-UP RATE OPTIONS

Original ad	Pick up same ad running in	Discount	Minimum size	Pick-up dates/ editions available	Pick-up rate based on	Pick-up dates must run	Discount color	Special notes
Display full run	Display full run	20% - 2nd Ad 30% - 3rd Ad 40% - 4th+Ads	6" Display	Mon.–Sat.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display full run	Display zone 1 or 2 different zones	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display full run	Sunday Travel	50%	—	Thursday Night&Day section	Contract or group rate	Within 6 days	Yes	—
Display full run	Performing arts, concerts, museums	50%	—	Thursday Night &Day section	Contract or group rate	Within 6 days	Yes	—
Display zone	Display same zone	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display zone	Display different zone*	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	1/2 price on least expensive zone (excludes Sun.)
Display zone Automotive	Classified No. zone	50%	1/4, 1/2 or full page only	Fri., Sat. or Sun. zone	Contract or group rate	Within 5 days	Yes	Convert ad to Classified 10-col. width

\*North Coastal and North Inland zones cannot be picked up into each other at a discount. 4-inch minimum ad-size in Micro Coastal/Inland zones, qualifiers for repeat discount.

































