

2010 RETAIL RATES

■ 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
Non-agreement	\$200.00	\$226.00	\$286.00	\$123.00	\$57.00	\$33.00	\$69.00	\$87.00	\$47.19	A	\$34.00	\$36.00
Annual Dollar-Volume Agreements												
\$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.

■ 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.1544

P.O. Box 120191, San Diego, CA 92112-0191

www.utads.com