

# 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 \$6.50 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	\$41.25	\$39.75	\$39.30	\$38.10	\$36.90	\$35.90	\$35.15
2	43.55	41.90	41.40	39.10	37.45	36.35	35.55
3	44.80	43.05	42.15	39.60	37.90	36.80	35.75
4	45.45	43.65	43.10	40.40	38.10	37.70	36.35
5	46.45	44.55	43.95	40.65	39.40	38.10	37.00
6	47.85	45.85	45.25	41.35	39.85	38.30	37.15
7	48.80	46.70	46.10	43.10	41.35	38.50	37.25
8	49.60	47.45	46.80	44.85	42.65	40.70	38.05

## ■ 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	\$36.15	\$34.95	\$34.65	\$34.30	\$33.95	\$33.60	\$33.25	\$32.90	\$32.55
2	37.85	36.55	36.15	35.45	35.05	34.30	34.00	33.65	33.30
3	39.10	37.75	37.35	36.30	35.80	35.05	34.75	34.45	34.05
4	39.80	38.40	37.95	37.00	36.45	35.80	35.55	35.20	34.85
5	41.95	40.40	39.90	38.70	38.10	36.60	36.30	35.95	35.60
6	42.85	41.20	40.65	39.50	38.85	37.35	37.05	36.70	36.35
7	45.55	43.65	43.10	41.90	41.25	38.35	37.75	37.20	36.85
8	48.20	46.15	45.50	43.65	42.30	39.05	38.10	37.40	37.05

## ■ 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	\$30.75	\$30.05	\$29.65	\$29.50	\$29.30	\$29.20	\$28.95	\$28.80	\$28.60
2	31.40	30.65	30.40	30.10	29.85	29.50	29.40	29.05	28.75
3	32.10	31.30	31.05	30.50	30.25	29.85	29.70	29.60	29.40
4	32.70	31.80	31.30	30.85	30.55	30.25	30.15	29.95	29.70
5	33.80	32.80	32.30	31.75	31.40	30.65	30.50	30.35	30.15
6	34.35	33.35	32.70	32.10	31.80	31.05	30.90	30.70	30.50
7	36.50	35.35	34.60	33.35	33.05	31.55	31.25	31.05	30.85
8	37.10	35.95	35.15	34.50	34.25	32.20	31.60	31.30	31.05

**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