

Print Plus — 60# Matte 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 4 – 8-1/2" x 11"

Four-color process. Spot color available for the back side. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	\$45.95	\$44.80	\$43.40	\$42.55	\$41.65	\$40.80	\$39.95	\$39.10	\$38.25
2	49.90	49.60	45.30	43.10	41.80	40.90	40.05	39.25	38.40
3	57.05	54.15	47.30	43.40	41.90	41.00	40.20	39.35	38.50
4	60.05	57.90	48.55	44.15	42.05	41.15	40.65	39.95	38.65
5	62.90	60.65	50.10	45.10	42.50	41.30	40.80	40.05	38.85
6	65.70	63.25	51.60	45.70	43.00	41.55	40.95	40.25	39.00
7	66.10	65.60	53.15	46.50	43.40	41.80	41.25	40.40	39.20
8	74.65	73.15	57.30	48.65	44.50	42.50	41.75	40.60	39.35

■ Option 5 – 11" x 11-3/4"

Four-color process. Spot color available for the back side. 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	\$55.40	\$53.45	\$51.95	\$50.15	\$45.00	\$41.00	\$35.85
2	59.35	57.35	55.80	51.10	46.50	41.35	37.30
3	60.15	58.75	56.55	52.25	47.90	42.40	38.05
4	60.70	58.65	57.15	52.70	48.25	43.80	39.35
5	62.05	59.85	58.25	53.80	49.35	44.95	40.50
6	63.40	61.10	59.40	54.90	50.50	46.05	41.60
7	64.65	62.25	60.50	56.05	51.60	47.15	42.70
8	65.90	63.40	61.60	57.15	52.70	48.25	43.80

■ Option 6 – Size 11" x 17" folded to 8" x 11"

Image Area: 10.5" x 16.5"

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	\$79.75	\$78.85	\$78.10	\$77.55	\$76.05	\$75.00	\$74.25	\$72.40	\$72.10
2	80.05	79.20	78.45	77.90	76.40	75.35	74.60	72.75	72.40
3	82.25	81.35	79.45	79.25	77.35	76.20	75.35	73.50	73.20
4	91.45	90.55	83.35	81.30	78.65	77.25	76.50	74.50	74.20
5	94.85	93.55	85.20	82.20	79.00	77.75	77.00	75.00	74.65
6	98.60	97.25	86.95	83.35	79.60	77.80	77.50	75.40	75.10
7	101.30	99.55	89.85	86.20	81.70	79.65	78.90	76.80	76.45
8	109.25	106.85	95.80	91.15	84.65	81.30	80.35	78.30	78.00

The San Diego Union-Tribune

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