

Retail Theater Rates

■ **Dollar-Volume Agreements**

The more you run, the more you save! Take advantage of these rates with a signed agreement. 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.

ROP COLUMN-INCH RATE	DAILY	SUNDAY
OPEN RATE	\$250.00	\$307.00

YEARLY DOLLAR-VOLUME AGREEMENTS	DAILY	SUNDAY
\$25,000	\$158.45	\$185.00
50,000	144.65	170.95
100,000	138.55	163.05
250,000	132.70	157.05
500,000	125.80	148.30

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.1544

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

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