

# Retail Enlace (Weekly Spanish-language publication)

## ■ Enlace Rates

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Non-Agreement	\$34.00	A	\$33.00
\$2,500	28.20	A	29.00
5,000	26.00	A	29.00
15,000	24.30	A	29.00
25,000	21.50	B	28.00
100,000	20.35	B	28.00
175,000	19.25	C	27.00
275,000	18.10	C	27.00

Contract levels not shown above qualify for the next smallest commitment level.

## ■ Pick-up Rates

Repeat your Union-Tribune ad in Enlace within 10 days at your agreement rate or a 30% discount on the Enlace Open Rate, whichever is lower. The 30% discount also applies to color charges.

## ■ ROP Color Rates

One color	\$340.00
Two colors	500.00
Four colors	575.00

## ■ Enlace Preprint Rates

	(Cost Per Thousand)		
	A Schedule	B Schedule	C Schedule
4-Page Tab	\$36.50	\$33.50	\$31.50
6-Page Tab	38.50	35.50	33.50
8-Page Tab	48.50	45.50	43.50
10-Page Tab	56.50	53.50	51.50
12-Page Tab	59.50	56.50	53.50
14-Page Tab	63.00	61.00	58.00
16-Page Tab	67.00	63.00	60.00
18-Page Tab	71.00	67.00	64.00
20-Page Tab	74.00	70.00	67.00

Standard = 2 X tab page count (i.e. 6-page standard = 12-page tab). For preprint with more pages than listed above, add the following per cpm for schedule indicated.

**Schedule A)** +\$5 per 2 tab pages

**Schedule B)** +\$4 per 2 tab pages

**Schedule C)** +\$3 per 2 tab pages

## ■ Enlace Charity/Non-Profit Rate

Non-profit rates are reserved for organizations with government approved non-profit status.

Cost Per Column Inch	\$19.25
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## ■ Ad Dimensions

### STANDARD-PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

### DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

## ■ Deadlines

Space reservation and copy for proof: Monday at 3 p.m. Camera-ready artwork: Tuesday at 5 p.m. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

## ■ Cancellations

Display Ads: noon PST, Monday prior to publication.

## ■ Send your ads online via AdDesk

AdDesk is a service designed to send your ads via the internet. For instructions on setting up your digital files and sending your ad, go to [www.utads.com](http://www.utads.com) and click on AdDesk.

## ■ Materials for preparing ads

Guidelines to produce and send digital ads are available online at [www.utads.com](http://www.utads.com).

- 85-through 100-line screen required.
- Screened area should be between 20% and 80%
- Please note there is a 35% dot gain on press.
- Reverses: solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- Reverse type should not be less than 14-point sans serif.

For more information go online at [www.utads.com](http://www.utads.com) or call your account manager.

## ■ Translations and production

Enlace provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

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