

# Restaurant Rates

## ■ Restaurant Rates (Package rates see below)

	MON-WED	THUR-SAT	SUNDAY	CENTRAL		NORTH		N.COASTAL/INLAND		EAST		SOUTH	
				DAILY	HOLIDAY	DAILY*	SUN/HOLIDAY*	DAILY*	HOLIDAY*	DAILY	HOLIDAY	DAILY	HOLIDAY
Open Rate	\$114.55	\$126.85	\$155.95	\$60.00	\$72.00	\$44.65	\$54.95	\$29.25	\$38.80	\$37.15	\$48.30	\$21.85	\$28.45
Restaurant frequency agreements													
10 Ads/20 Weeks	\$114.55	\$126.85	\$155.95	\$54.00	\$64.80	\$37.15	\$45.20	\$24.25	\$32.30	\$29.75	\$38.70	\$17.50	\$22.75
26 Ads/52 Weeks	114.55	126.85	155.95	48.00	57.60	35.25	42.75	22.95	30.65	27.90	36.30	16.40	21.35
48+ Ads/52 Weeks	114.55	126.85	155.95	42.00	50.40	29.60	35.40	19.15	25.70	22.30	29.00	13.15	17.10

Regular color by the inch rates apply with a 4" minimum charge. Regular pick-up program available to open rate only. All customers on frequency contracts do not qualify for additional pick-up discounts. See account manager for details.

\*Includes both Union-Tribune and Today's Local News, Enlace or sdBackyard distribution.

## ■ Restaurant Rates Packages

Black & White	N&D/Central/TLN	N&D/North/TLN	N&D/NC or NI/TLN	N&D/East/TLN	N&D/South/TLN
Open Rate	\$107.60	\$97.50	\$84.80	\$97.10	\$81.80
Restaurant frequency agreements					
10 ads/20 weeks	\$102.55	\$92.00	\$82.05	\$91.65	\$77.70
26 ads/52 weeks or 24 in 26 weeks	98.90	88.90	79.70	88.60	77.15
48+ ads/52 weeks	92.85	81.80	74.50	81.55	72.50

Spot Color	N&D/Central/TLN	N&D/North/TLN	N&D/NC or NI/TLN	N&D/East/TLN	N&D/South/TLN
Open Rate	\$171.60	\$157.00	\$142.30	\$153.60	\$138.30
Restaurant frequency agreements					
10 ads/20 weeks	\$166.55	\$151.50	\$139.55	\$148.15	\$134.20
26 ads/52 weeks or 24 in 26 weeks	162.90	148.40	137.20	145.10	133.65
48+ ads/52 weeks	156.85	141.30	132.00	138.05	129.00

Full Color	N&D/Central/TLN	N&D/North/TLN	N&D/NC or NI/TLN	N&D/East/TLN	N&D/South/TLN
Open Rate	\$221.10	\$200.00	\$184.30	\$198.10	\$180.30
Restaurant frequency agreements					
10 ads/20 weeks	\$216.05	\$194.50	\$181.55	\$192.65	\$176.20
26 ads/52 weeks or 24 in 26 weeks	212.40	191.40	179.20	189.60	175.65
48+ ads/52 weeks	206.35	184.30	174.00	182.55	171.00

**Packages include:** Full Run Night & Day, Zone pick-up and TLN (Today's Local News) pick-up on Friday within the same week. Minimum size 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:** 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.

## ■ Full-Run Frequency Program

You qualify for our frequency discount program when your ad runs multiple times in the same calendar week (Sunday through Saturday).

### Discount:

- 1st ad - regular price
- 2nd ad - 20% discount
- 3rd ad - 30% discount
- 4th & subsequent ads - 40% discount

### Qualifiers:

- 4" 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