

# Retail Preprint Rates

## ■ Daily and Sunday Preprints (Inserted in the Union-Tribune)

	(CPM) OPEN DAILY	(CPM) OPEN SUNDAY	COST PER THOUSAND					
			A DAILY	A SUNDAY	B DAILY	B SUNDAY	C DAILY	C SUNDAY
Single Sheet (2 pages)	\$34.00	\$36.00	\$30.00	\$32.00	\$29.00	\$31.00	\$28.00	\$30.00
	Tab Pages	Std. Pages						
	4	2	\$37.00	\$40.00	\$34.00	\$37.00	\$32.00	\$35.00
	6		39.00	42.00	36.00	39.00	34.00	37.00
	8	4	49.00	52.00	46.00	49.00	44.00	47.00
	10		57.00	60.00	54.00	57.00	52.00	55.00
	12	6	60.00	63.00	57.00	60.00	54.00	57.00
	14		64.00	67.00	62.00	65.00	59.00	62.00
	16	8	68.00	71.00	64.00	67.00	61.00	64.00
	18		72.00	75.00	68.00	71.00	65.00	68.00
	20	10	75.00	78.00	71.00	74.00	68.00	71.00
	22		80.00	83.00	75.00	78.00	71.00	74.00
	24	12	83.50	86.50	77.50	80.50	72.50	75.50
	26		88.50	91.50	81.50	84.50	75.50	78.50
	28	14	93.50	96.50	85.50	88.50	78.50	81.50
	30		98.50	101.50	89.50	92.50	81.50	84.50
	32	16	103.50	106.50	93.50	96.50	84.50	87.50
	34		108.50	111.50	97.50	100.50	87.50	90.50
	36	18	113.50	116.50	101.50	104.50	90.50	93.50
	38		117.50	120.50	104.50	107.50	92.50	95.50
	40	20	122.50	125.50	108.50	111.50	95.50	98.50

For preprints with more pages than listed above, add the following per cpm for schedule indicated.

**Schedule A)** +\$5.00 per 2 tab pgs., +\$10.00 per 2 standard pgs.

**Schedule B)** +\$4.00 per 2 tab pgs., +\$8.00 per 2 standard pgs.

**Schedule C)** +\$3.00 per 2 tab pgs., +\$6.00 per 2 standard pgs.

**Minimum quantity:** 10,000 per version daily paper; 30,000 per version in Sunday's paper

**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 Preprint Distribution** earns \$1.00 cpm discount off the above rates (excludes Single Sheets). No distribution available on Monday.

## ■ MTZ Program

*Micro Target Zones*

Every Thursday and Sunday. You can send your preprints to specific sub-zip code areas of San Diego County. This program will enable you to better target your customers. Ask your account manager for details. Rate subject to change upon postal rate increase.

\$6.50 per thousand surcharge.

**The San Diego Union-Tribune**

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