

# Retail Preprint Rates

## ■ U-TMC

*Direct Mail Non-Subscriber Program*

Every Friday, you can send your preprints to the entire county or to specific ZIP codes, via the U.S Postal Service. Just ask your account manager for details. Rates subject to change upon postal rate increase. Minimum quantity: 1 full ZIP code.

Schedule:	WEIGHT	(CPM)
Single Sheet:	Less than .3 oz.	\$35.00*
<b>Tab/Standard/Overweight single sheets</b>		
Up to:	.3 oz	\$41.75
	.4 oz	43.00
	.5 oz	50.25
	.6 oz	53.25
	.7 oz	60.75
	.8 oz	65.50
	.9 oz	70.75
	1.0 oz	75.50
	1.1 oz	84.00
	1.2 oz	89.25
	1.3 oz	93.00
	1.4 oz	98.00
	1.5 oz	102.75
	1.6 oz	110.00
	1.7 oz	114.00
	1.8 oz	122.75
	1.9 oz	130.50
	2.0 oz	139.00

For additional weight over 2.0 oz., please contact your account manager.

\*Agreement advertisers receive a \$4.00 discount on single-sheet inserts only.

## ■ MTZ Program

*Direct Mail Non-Subscriber Program, Micro Target Zones*

Every Friday, 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.

Rates subject to change upon postal rate increase.  
\$6.50 per thousand surcharge.

## ■ Mexico Distribution

“LA BOLSA AZUL” (“THE BLUE BAG”)

Residents of Mexico spend an estimated \$4 billion each year in San Diego. Tap into that buying power with THE BLUE BAG: Every Friday, we deliver your inserts to 80,000 homes in Tijuana and 50,000 homes in Mexicali, where residents look forward to receiving “La Bolsa Azul.” Since 90% of them shop in San Diego once a month or more, they find the advertisements extremely useful.

### Tijuana

Single Sheet:	\$40.50 cpm
All other inserts:	73.50 cpm

### Mexicali

Single Sheet:	\$42.50 cpm
All other inserts:	75.50 cpm

Delivery is verified by Eximex, the only licensed household distributor in Baja California. Full-run delivery is the only option with this program.

## ■ Preprinted Polybags

Single retail advertiser distribution rate.

	DAILY	SUNDAY
Cost per thousand	\$67.00	\$73.00

**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