

U-T Notes

■ Make your message highly visible

U-T Notes are the easy, eye-catching way to make your ad stick out and have an impact. They can be delivered on all home-delivered papers on targeted days to the ZIP codes of your choice. They appear on the cover of The San Diego Union-Tribune, on Enlace (Spanish publication) front cover for Saturday delivery, and Today's Local News front cover on Sunday. Contact your sales representative for further information.

Cost includes design, manufacturing, shipping and application to newspaper.

Minimums: Monday-Thursday 10,000; Friday or Saturday 50,000; Sunday 75,000.

Size: 3" x 3". Orders of 10,000 require a primary and a secondary delivery date.

1-3 Times	CPM MONDAY - SATURDAY			
	1-2 Colors	3 Colors	4 Colors*	4 Process*
10,000+	\$61.00	\$65.00	\$68.00	\$77.00
25,000+	58.00	62.00	66.00	74.00
100,000+	56.00	60.00	64.00	71.00
200,000+	54.00	58.00	62.00	68.00
300,000+	52.00	55.00	59.00	64.00
4-11 Times				
10,000+	\$57.00	\$61.00	\$64.00	\$72.00
25,000+	54.00	58.00	61.00	69.00
100,000+	52.00	56.00	59.00	66.00
200,000+	50.00	54.00	58.00	63.00
300,000+	48.00	51.00	55.00	59.00
12+ Times				
10,000+	\$54.00	\$58.00	\$61.00	\$68.00
25,000+	51.00	55.00	58.00	65.00
100,000+	49.00	53.00	56.00	62.00
200,000+	47.00	51.00	54.00	60.00
300,000+	46.00	48.00	52.00	56.00
Sundays and holiday distribution**				
Add \$15 per thousand.				
Backside				
	\$6.00	\$6.00	\$6.00	\$6.00

Deadline: Space & copy reservation is 23 days prior to run date.

Conditions: U-T Notes require a signed contract and are subject to all Union-Tribune advertising terms and conditions. U-T Notes are not available when a spadea is scheduled. Check with your account manager.

Cancellation policy: Any U-T Note order cancelled after deadline is subject to a 50% fee. For delivery only U-T Notes, consult your sales representative for exact specifications.

*4 Colors are spot colors; 4 Process are CMYK full color.

**Holiday: 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

www.utads.com