

**ROP Color Rates**

Increase your sales with color.

	DAILY	SUNDAY
One color & black	\$1,540	\$1,860
Two colors & black	2,395	2,910
Three colors & black	2,835	3,375

Flat charges for color are in addition to the space charges at the applicable black and white rates. Such charges cover color ads from 1 column inch to a full page. **Double trucks with color on both pages carry a color charge for each page.**

COLOR FREQUENCY DISCOUNTS FOR FULL-RUN ADS  
Enjoy colorful savings. By agreement; for color surcharges only.

Yearly Agreement	Discount
10 color ads	5%
25 color ads	7%
50 color ads	10%
75 color ads	12%

**Zone Color Rates**

One color and black	DAILY	SUNDAY
Central Zone	\$885	n/a
East Zone	400	n/a
South Zone	315	n/a
North Zones	595*	\$685*
North Inland or Coastal Zones	455*	n/a

Full color	DAILY	SUNDAY
Central Zone	\$1,635	n/a
East Zone	695	n/a
South Zone	500	n/a
North Zones	1,080*	\$1,220*
North Inland or Coastal Zones	840*	n/a

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

**Color-by-the-inch Rates**

Full Run (12-inch minimum)	DAILY Mon-Wed	DAILY Thurs-Sat	SUNDAY
1 color	\$48.00	\$48.00	\$58.00
2 colors	75.00	75.00	91.00
3 colors	88.00	88.00	105.00

All Zones	DAILY Mon-Wed	DAILY Thurs-Sat	SUNDAY
1 Color	\$15.00	\$15.00	\$18.00
2 Colors	20.00	20.00	24.00
3 Colors	23.00	23.00	28.00

**Minimum Color Charge for Zones**

1 Color	\$125
2 Colors	175
3 Colors	225

North Zone rates include both Union-Tribune and Today's Local News, Enlace or sdBackyard distribution.

**Retail Group Rates**

Available for advertising in special sections or theme pages.

	MON-WED	THUR-SAT	SUNDAY
Rate	\$136.20	\$150.80	\$185.25

**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