

**■ Religious Rates**

<b>RELIGIOUS SERVICES DIRECTORY RATE</b>	<b>Saturday Union-Tribune</b>
Cost per column inch	\$158.50

<b>LOCAL RELIGIOUS RATE</b>	<b>MON-WED</b>	<b>THUR-SAT</b>	<b>SUNDAY</b>
Cost per column inch	\$102.20	\$112.00	\$138.20

**■ Non-Profit Rates**

<b>LOCAL NON-PROFIT RATE</b>	<b>MON-WED</b>	<b>THUR-SAT</b>	<b>SUNDAY</b>
Cost per column inch	\$126.25	\$139.80	\$171.75

Qualified Non-Print Plus advertisers receive 10% discount.  
**ELIGIBILITY REQUIREMENTS:** Non-profit rates are reserved for bonafide non-profit organizations. To establish eligibility, the organization must make a written request to the advertising manager, describing the nature of the organization and the function to be advertised, and include the government-approved form for non-profit status.

**■ Legal Rates**

Rates apply to legal format only — classified 10-column width. Positioning is within the Classifieds section. Classified display deadlines apply to both single and multi-column advertising. Rates are per line, per day.

<b>OPEN RATE</b>	<b>DAILY</b>	<b>SUNDAY</b>
Cost per line	\$3.19	\$4.22

**■ Shopping Center Rates**

	<b>MON-WED</b>	<b>THUR-SAT</b>	<b>SUNDAY</b>
Cost per column inch	\$136.20	\$150.80	\$185.25

**■ Travel Tie-In Rate**

Travel agent advertisement: name, address and phone number, positioned below a national travel ad.

	<b>SUNDAY</b>
Cost per column inch	\$185.25

**■ Getaways**

Runs every Sunday in the Travel section. The discounted rates are available with a signed agreement.

	<b>Cost Per Column Inch Calif./Mexico</b>
Open Rate	\$165.00
Runs 6 times	143.00
Runs 12 times	135.35
Runs 24 times	126.65
Runs 50 times	116.85

The retail group rate applies to these directories:

**■ Home Services Directory**

Runs every Sunday in TV Week.

**■ Change Of Address**

Published every Saturday, this new homes real estate section is a bonus for our Sunday Homes advertisers, since you can pick up your display ad into Change of Address on the same weekend at 50% off or the following weekend at 25% off the daily rate. It's your chance to affordably reach buyers who want to house hunt on Saturday as well as Sunday. This full-circulation section is advertorial based, so send us your press releases and photos for consideration. The section has advance deadlines. Call your account manager for details.

**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