

# Today's Local News

A broadsheet newspaper is delivered to over 65,000 households in Carlsbad, Oceanside, Vista, San Marcos and Escondido on Sundays. We specialize in local neighborhood coverage, just right for everyone, especially newcomers. We have targeted distribution and reach homes with a household income of \$50,000 or higher, that do not subscribe to The San Diego Union-Tribune.

## ■ Retail rates

PUBLISHING DATE	SUNDAY
Full Run	\$17.00

You qualify for our 50% off frequency discount program when your ad runs multiple times in the same calendar week.

## ■ Color rates

Spot color (1 color + black)	\$165.00
Full color (3 colors + black)	340.00

### Color by the Inch

Spot color (1 color + black)	\$4.00/inch
Full color (3 colors + black)	7.00/inch

*The minimum charge for color by the inch is 12 inches. If the color-by-the-inch program price meets or exceeds the flat rate for color, the flat rate will apply.*

## ■ Ad Dimensions

### STANDARD-PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

### DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

## ■ Materials for preparing ads

Guidelines to produce and send digital ads are available online at [www.utads.com](http://www.utads.com).

- 85-through 100-line screen required.
- Screened area should be between 20% and 80%
- Please note there is a 35% dot gain on press.
- Reverses: solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- Reverse type should not be less than 14-point sans serif.

For more information, go online at [www.utads.com](http://www.utads.com) or call your account manager.

## ■ Send your ads online via AdDesk

AdDesk is a service designed to send your ads via the Internet. For instructions on setting up your digital files and sending your ad, go to [www.utads.com](http://www.utads.com) and click on AdDesk.

## ■ Delivery of Inserts

Today's Local News inserts must be shipped as follows:

Sunday preprint delivery dates, inserts must ship directly to:

### Union-Tribune

5260 Anna Avenue, San Diego, CA 92110  
(619) 293-1468

**Hours:** Monday-Friday, 6 a.m. to 4 p.m.  
(Closed Saturdays, Sundays and holidays.)

**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](http://www.utads.com)