

Local Community Values

Share the cost of quality, high-impact advertising with other advertisers. Full-run circulation and zone editions are available weekly, wrapping our U-TMC on Friday. With our Local Community Values program, you'll receive the convenience of design, print and delivery in one buy.

■ Pages 1 & 4

Front-and back-cover positions include full color. Ad measures, 9.25" x 8.5". No bleeds.

	Open Rate	6x Rate	12x Rate	24+ Rate
Full-Run	\$17.75	\$17.25	\$16.25	\$14.75
Zone	19.50	19.00	18.00	16.50

■ Pages 2 & 3

Full-page ads with full color. Ad measures, 9.25" x 10.75". No bleeds.

	Open Rate	6x Rate	12x Rate	24+ Rate
Full-Run	\$14.75	\$14.25	\$13.25	\$11.75
Zone	16.50	16.00	15.00	13.50

■ Front & Back Banners

Banner includes full color. Ad measures, 4.5" x 2" front and 4.5" x 2" back.

	Open Rate	12x Rate	24+ Rate
Full-Run	\$2.85	\$2.60	\$2.35
Zone	3.60	3.35	3.10

■ Back Lip

Page 4 placement only. Ad measures, 0.625" x 10.75".

	Open Rate	12x Rate	24+ Rate
Full-Run	\$2.60	\$2.35	\$2.10
Zone	3.35	3.10	2.85

■ Remnant Rates

Artwork & ad order must be on file. Space will be plugged with ads on rotating, as-needed basis.

	Pages 1&4	Pages 2&3
Full-Run	\$12.50	\$9.25
Zone	14.00	11.00

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