

# sdBackyard and sdBackyard.com

A community-specific Web site and print product fueled entirely by citizen contributions. Users can create and post content (stories, photos, videos, blogs), connect with other members of their community via social networking tools, and find/rate/review local businesses. Plus, every Friday in targeted communities, select user content will be reverse-published in a tabloid section distributed through the home-delivered Union-Tribune newspaper and through additional free-standing distribution at no charge.

## ■ Print

### PER COLUMN INCH, PER ZONE

Open	\$17.50
4x	15.75
13x	14.25
26x	12.75
52x (U-T contract advertisers qualify)	11.50

### ■ Premium Positions

(Minimum 13x commitment. Includes full color.)

#### FRONT PAGE BANNER

5 col. X 2 inch	\$375 per zone/per week
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#### CALENDAR PAGE BANNER

5 col. X 2 inch	\$345 per zone/per week
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#### BACK PAGE

5 col. X 11.5 inch	\$1,025 per zone/per week
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*10% discount for multiple zones.*

### ■ Color Rates

One color	\$100
Two colors	150
Three colors	200

## ■ Online

### ■ Introductory Pricing

	Size (pixels)	Per community for 30 days
Leaderboard	728 x 90	\$100
Big box	300 x 250	100
Calendar	120 x 60	100
Skyscraper	160 x 600	100

Featured Business Listing	\$45
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*Includes photo (60 x 60), 30-40 words of text and a link to your Web site.*

Enhanced Business listing	\$20
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*Gives you access to create a new business listing or to enhance an existing business listing on the site.*

- Add Description
  - Add photo
  - Add link to your Web site
  - Add link to your business profile
- 6-month minimum commitment*

## 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