



# Put your ad on the Comics page and you'll laugh all the way to the bank



Get amazing exposure in the Sunday color Comics. This popular section attracts readers of all ages.

### COMICS CLIP & SAVE ADS

With coupon clipping as popular as ever, you won't want to miss this chance at expanding your business traffic. It wraps the Sunday Comics once per month. Make Sunday Comic gatefolds a part of your advertising strategy and you'll reach more than 1 million readers of all ages with just one ad. Besides having your coupon ad in one of the best-read comics sections, you'll get high visibility and **free full color**.

### FULL COLOR AT NO EXTRA CHARGE

You'll get the most for your advertising dollar, especially because research shows that color draws readers toward your ad and keeps them reading more of it. The gatefold covers the length of

the Comics page and half its width. It's on the right side of the page and opens out, so readers will see up to eight coupon ads before they reach the Garfield and Peanuts comics. Advertise here once a month and you will be laughing all the way to the bank.

Source: 2006 Claritas Inc; 2007 Union-Tribune Circulation Department

2008 PUBLICATION DATES	2008 PROOF DEADLINE
Sunday, 1/6	Wednesday, 12/19
Sunday, 2/3	Wednesday, 1/16
Sunday, 3/9	Wednesday, 2/20
Sunday, 4/6	Wednesday, 3/19
Sunday, 5/11	Wednesday, 4/23
Sunday, 6/15	Wednesday, 5/28
Sunday, 7/13	Wednesday, 6/25
Sunday, 8/10	Wednesday, 7/23
Sunday, 9/7	Wednesday, 8/20
Sunday, 10/5	Wednesday, 9/17
Sunday, 11/2	Wednesday, 10/15
Sunday, 12/7	Wednesday, 11/19

2008 COMICS CLIP & SAVE RETAIL RATES		
<b>OPEN RATE</b>	\$146.96 pci	\$2,159.40
3x Agreement	\$129.66 pci	\$1,944.90
6x Agreement	\$122.59 pci	\$1,838.85
12x Agreement	\$115.03 pci	\$1,725.45

For advertising information, call Kathy Vaca (619) 293-1594 • [www.utads.com](http://www.utads.com)