

Retail Automotive Dollar-Volume Agreement Rates

	ROP COLUMN- INCH RATE								PREPRINTS - CPM			CLASSIFIED COST PER LINE						
	MON-WED	Full Run THUR-SAT		SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone THUR/SAT	SUNDAY*	Schedule	Single Sheet Inserts DAILY SUNDAY		Classified DAILY SUNDAY		Employment DAILY SUNDAY		North Zone THUR/SAT SUNDAY	
Non-Agreement	\$204.00	\$220.00	\$268.00	\$121.00	\$56.00	\$32.00	\$68.00	\$87.00	A	\$34.00	\$36.00	\$12.30	\$15.90	\$13.45	\$17.90	\$2.31	\$3.09	
Annual Dollar-Volume Agreements																		
\$5,000	\$125.85	\$132.80	\$156.05	\$98.85	\$40.95	\$23.65	\$50.35	\$63.80	A	\$30.00	\$32.00	\$6.20	\$7.52	\$7.28	\$9.37	\$1.84	\$2.47	
25,000	121.60	128.40	150.90	87.20	36.25	20.60	45.65	57.65	B	29.00	31.00	5.98	7.42	7.06	9.26	1.63	2.18	
50,000	118.30	124.85	146.80	84.90	34.10	19.50	43.45	54.80	B	29.00	31.00	5.81	7.05	6.90	8.89	1.53	2.06	
100,000	113.00	119.15	140.25	82.45	32.25	19.00	40.50	51.25	B	29.00	31.00	5.58	6.90	6.66	8.73	1.48	1.98	
150,000	112.40	118.65	139.60	79.80	31.40	18.45	39.65	50.15	C	28.00	30.00	5.52	6.78	6.60	8.62	1.44	1.93	
200,000	111.95	118.15	138.90	79.80	31.40	18.45	39.65	50.15	C	28.00	30.00	5.40	6.59	6.49	8.40	1.42	1.90	
250,000	111.40	117.65	138.30	77.75	31.10	18.35	39.25	49.65	C	28.00	30.00	5.25	6.45	6.33	8.28	1.39	1.84	
300,000	110.90	117.05	137.60	75.45	30.40	18.05	38.65	48.85	C	28.00	30.00	5.17	6.32	6.25	8.14	1.37	1.82	
400,000	110.20	116.25	136.80	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.98	6.10	6.06	7.92	1.32	1.75	
500,000	108.10	114.10	134.20	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.82	5.91	5.91	7.74	1.29	1.72	
600,000	107.45	113.35	133.30	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.68	5.81	5.76	7.61	1.29	1.72	
700,000	106.65	112.65	132.40	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.61	5.68	5.69	7.50	1.29	1.72	
800,000	105.30	111.10	130.70	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.56	5.60	5.64	7.42	1.29	1.72	
900,000	103.25	109.05	128.10	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.52	5.54	5.60	7.34	1.29	1.72	
1,000,000+	101.95	107.60	126.45	73.30	29.55	17.55	36.80	46.75	C	28.00	30.00	4.48	5.50	5.56	7.30	1.29	1.72	

*Includes both Union-Tribune and Today's Local News distribution on Sunday.

Dollar-volume contract advertisers have the opportunity to earn lower rates as expenditures increase. Lower rates will apply as levels above signed agreement are achieved.

■ Bonus Circulation Days

Due to increased circulation and readership all advertising will be billed at the Sunday rate (excluding Classified Sections) on these designated dates: January 1, February 16, May 25, July 3, September 7, October 12, November 11, 26 & 27, December 25.

■ Pick-up Discounts

- **\$5,000 – \$100,000 Agreement levels** – 1/4-page and larger ads are eligible for a 25% discount on the second and a 50% discount on the third and fourth ad that appears within 5 days.
- **\$150,000 and larger agreement levels** – 1/4-page and larger ads are eligible for a 50% discount on the second, third, and fourth ad that appears within 5 days.

■ Automotive Directory Rates

Manufacturer and dealer logos are available. **Minimum ad space: 3 lines.**

Cost per line, per day	\$3.50
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■ Color Rates – Full Run

Increase your sales with color.

	DAILY	SUNDAY
One Color & Black	\$1,540	\$1,860
Two Colors & Black	2,395	2,910
Three Colors & Black	2,835	3,375

■ Zone Color Rates

One color and black	DAILY	SUNDAY
Central Zone	\$885	\$1,070
East Zone	400	475
South Zone	315	385
North Zone	430	520

Full color	DAILY	SUNDAY
Central Zone	\$1,635	\$1,965
East Zone	695	825
South Zone	500	595
North Zone	740	880

The San Diego Union-Tribune

To advertise, call (619) 293-1529

P.O. Box 120191, San Diego, CA 92112-0191

www.sdmarketplace.com