

# Commissionable Automotive Dealer Association

## ■ Dollar-Volume Agreement Rates\*

	ROP COLUMN- INCH RATE								PREPRINTS - CPM			CLASSIFIED COST PER LINE					
	Full Run			Central Zone	East Zone	South Zone	North Zone		Schedule	Single Sheet Inserts		Classified		Employment		North Zone	
	MON-WED	THUR-SAT	SUNDAY	THUR/SAT	THUR/SAT	THUR/SAT	THUR/SAT	SUNDAY**			DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	THUR/SAT
<b>Non-Agreement</b>	\$287.00	\$302.00	\$362.00	\$153.00	\$71.00	\$43.00	\$85.25	\$110.25	A	\$43.00	\$45.00	\$16.40	\$21.75	\$17.50	\$23.50	\$3.07	\$4.07
<b>Net Annual Dollar-Volume Agreements</b>																	
\$5,000	\$170.75	\$178.40	\$210.60	\$126.65	\$52.45	\$30.40	\$65.20	\$82.10	A	\$38.00	\$40.00	\$8.18	\$9.87	\$9.29	\$11.60	\$2.44	\$3.23
25,000	165.10	172.45	203.65	111.70	46.40	26.35	59.20	74.30	B	37.00	39.00	7.87	9.72	8.99	11.44	2.16	2.86
50,000	160.65	167.85	198.00	108.90	43.75	25.00	56.40	70.65	B	37.00	39.00	7.68	9.27	8.80	11.00	2.04	2.71
100,000	153.35	160.20	189.15	105.60	41.35	24.35	53.00	66.55	B	37.00	39.00	7.35	9.04	8.48	10.76	1.96	2.60
150,000	152.55	159.40	188.15	102.30	40.15	23.60	51.75	64.90	C	36.00	38.00	7.29	8.91	8.40	10.63	1.92	2.55
200,000	152.05	158.85	187.50	102.30	40.15	23.60	51.75	64.90	C	36.00	38.00	7.12	8.63	8.23	10.34	1.88	2.49
250,000	151.15	157.90	186.50	99.70	39.75	23.40	51.20	64.20	C	36.00	38.00	6.92	8.48	8.03	10.19	1.85	2.45
300,000	150.65	157.35	185.70	96.80	38.90	22.90	50.60	63.45	C	36.00	38.00	6.81	8.30	7.93	10.01	1.82	2.40
400,000	149.70	156.35	184.40	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	6.55	8.00	7.67	9.71	1.75	2.32
500,000	146.70	153.25	180.90	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	6.38	7.78	7.49	9.50	1.71	2.27
600,000	145.85	152.40	179.80	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	6.17	7.62	7.28	9.34	1.71	2.27
700,000	144.85	151.35	178.70	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	6.09	7.47	7.20	9.18	1.71	2.27
800,000	142.95	149.35	176.30	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	6.05	7.34	7.16	9.05	1.71	2.27
900,000	140.20	146.55	172.80	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	5.95	7.26	7.07	8.98	1.71	2.27
1,000,000+	138.40	144.50	170.65	94.00	37.85	22.55	48.45	60.95	C	36.00	38.00	5.90	7.21	7.01	8.93	1.71	2.27

\*Spending levels must be met in net dollars.

\*\*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.

### ■ Color Rates – Full Run

Increase your sales with color.

	DAILY	SUNDAY
One Color & Black	\$2,300	\$2,675
Two Colors & Black	3,400	3,925
Three Colors & Black	3,975	4,550

**The San Diego Union-Tribune**

To advertise, call (619) 293-1529

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

www.sdmarketplace.com