

■ Legal Rates

■ Classified Section

Rates apply to legal format only – classified 10-column width. Column width: 1.10 inches. **Rates are per line, per day.**

Union-Tribune	Cost Per Line DAILY	Cost Per Line SUNDAY
Local Open Rate	\$3.20	\$4.25
National Open Rate	4.05	5.25
		Flat Rate
Fictitious Business — Appears once a week for 4 weeks		\$150.00
Personal Name Change — Appears once a week for 4 weeks		200.00
Petition to Administer Estates — Appears once a week for 3 weeks		400.00

Union-Tribune North County	Cost Per Line DAILY	Cost Per Line SUNDAY
Local Open Rate	\$1.55	\$1.80

The classified legal format consists of 10-point bold-face headline and 6-point body copy, set solid. Classified column ads are approximately 24 characters per line. Positioning is within the Classified section.

■ Today's Local News – North County

A broadsheet newspaper delivered to over 65,000 households in Carlsbad, Oceanside, Vista, San Marcos and Escondido on Sunday. We specialize in local neighborhood coverage, just right for everyone, especially newcomers. We have targeted distribution and reach homes with a household income of \$50,000 or higher that do not receive The San Diego Union-Tribune.

Today's Local News	Flat Rate SUNDAY
Fictitious Business – appears one a week for 4 weeks	\$25.00
Personal Name Change – appears once a week for 4 weeks	50.00
Petition to Administer Estates – appears once a week for 3 weeks	125.00

■ Display ROP

Rates apply to display format only – ROP 6-column width. Column width: 1.78 inches. Rates are per inch, per day.

Local Businesses	Cost Per Inch MON-SAT	Cost Per Inch SUNDAY	
Open Rate	\$77.40	\$108.80	
National Businesses	Cost Per Inch MON-WED	Cost Per Inch THURS-SAT	Cost Per Inch SUNDAY
Open Rate	\$459.00	\$473.00	\$593.00

Positioning will be anywhere in the newspaper, except in the Classified section, and will appear primarily in Business, Local News, or Sports.

For more information, please contact the Legal Advertising desk at (619) 293-1425.
FAX: (619) 260-5035. E-mail: legalnotices@uniontrib.com

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Legal Advertising
P.O. Box 120191

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The San Diego Union-Tribune

To advertise, call (866) 411-4140

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

www.sdmartplace.com