



2012 Classified General Advertising

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RATES EFFECTIVE JANUARY 1, 2012

CONTACT

MAILING ADDRESS:

Classified Advertising Department
 U-T San Diego
 P.O. Box 120191
 San Diego, CA 92112-0191

STREET ADDRESS:

350 Camino de la Reina
 San Diego, CA 92108-3092

E-MAIL ADDRESS:

classifieds@utsandiego.com

ONLINE NEWSPAPER:

www.utsandiego.com

ONLINE ADVERTISING INFORMATION:

www.utads.com

GO ONLINE TO PLACE A CLASSIFIED AD:

www.utclassifieds.com

TELEPHONE NUMBERS

Classified Advertising	(866) 411-4140
Automotive Advertising.....	(619) 293-1474
Circulation	(619) 299-4141
Customer Service	(619) 293-2385
Legal Advertising.....	(619) 293-1425
E-mail:	legalnotices@utsandiego.com
National Recruitment	(619) 293-1481
Real Estate/Rental Advertising.....	(619) 293-1558
Dispatch.....	(619) 293-1680
Obituaries.....	(619) 293-1912
E-mail:	funeralnotices@utsandiego.com

FAX NUMBERS

Automotive	(619) 293-2425
National Recruitment.....	(619) 297-6081
Merchandise, Real Estate, Rentals & Local Employment.....	(619) 293-1462 (800) 789-6003



CLASSIFIED OFFICE HOURS

Monday through Friday, 8 a.m. to 5:30 p.m.
 Closed Saturdays, Sundays and major holidays

BUSINESS COUNTER HOURS:

Monday through Friday, 7:00 a.m. to 6 p.m.

Mission Valley: 350 Camino de la Reina(619) 299-3131

U-T SAN DIEGO

Published seven days a week.

ADJUDICATION:

U-T San Diego.
 Court Decree 169895. Est. 1868

WHO'S WHO AT THE U-T SAN DIEGO

CHAIRMAN AND PUBLISHER

Douglas F. Manchester

VICE CHAIRMAN AND CEO

John T. Lynch

PRESIDENT AND COO

Mike Hodges

VICE PRESIDENT, ADVERTISING/MARKETING

Joe Brenneman (619) 293-1500
joe.brenneman@utsandiego.com

CLASSIFIED ADVERTISING DIRECTOR

Paul Ingegneri (619) 293-2681
paul.ingegneri@utsandiego.com

SALES MANAGERS:

Automotive

Rich Hopkins (619) 293-1436
rich.hopkins@utsandiego.com

Employment

Carla Royter (619) 293-1478
carla.royter@utsandiego.com
Daryl Brady (619) 293-2824
daryl.brady@utsandiego.com

Real Estate

Carla Royter (619) 293-1478
carla.royter@utsandiego.com

Call Center Manager

Diane Lucas (619) 718-5037
diane.lucas@utsandiego.com

Emerging Media Product Manager

Brandy Stemen (619) 293-1463
brandy.stemen@utsandiego.com

COMMISSION & TERMS OF PAYMENT

Our local classified advertising rates are non-commissionable. However, for your convenience, you may submit a written request to have your ads placed through your advertising agency at the commissionable classified rate.

You can establish billing directly with your agency. However, the advertiser is ultimately responsible for payment of all invoices.

Classified advertising charged at the national and the open rate is commissionable to recognized agencies.

Cash discounts are not available.

Prepayment is required unless you have established credit with us. For your convenience, we accept VISA, MasterCard, American Express and Discover Card. When we accept advertising on a credit basis, payment is due according to the terms on the invoice.

POLICY

To make your advertising more effective and to serve the best interests of our readers, it's important to maintain the integrity of our classified columns. Therefore, the U-T San Diego reserves the right to classify, revise, cancel or reject any advertising.

The publisher may revise classified advertising rates at any time, with 30 days notice. This understanding applies to all rate agreements.

LIMITS OF LIABILITY

We are happy to honor legitimate requests for adjustments. Please be sure to make your request within 30 days of the receipt of your bill.

U-T San Diego and its parent company and subsidiaries (the "U-T San Diego") shall not be liable for any direct, special, incidental or consequential damages that result from errors, omissions or failure to run ad copy. It's your responsibility to read your ad either on the proof (for display ads) or the first day it runs (for single-column ads) and to immediately notify U-T San Diego of any errors, omissions or failure to run the ad. U-T San Diego reserves the right to adjust in full any error or failure to publish by running a corrected version of the ad as your sole and exclusive remedy. Request for adjustments must be made within 30 days of the expiration of the ad.

All ads are subject to approval and acceptance by the publisher. U-T San Diego reserves the right to request changes to ad copy and to properly classify each ad. U-T San Diego reserves the right to cancel any ad at any time. All ads are subject to credit approval.

CLASSIFIED IN-COLUMN ADVERTISEMENTS

We ask that our advertisers take responsibility to check their classified ads on the first day of publication and notify us of any errors. U-T San Diego will take responsibility for a maximum of one incorrect insertion and may adjust in full any error by publishing a corrected insertion.

CLASSIFIED DISPLAY ADVERTISEMENTS

We will adjust for errors in display ads only when we fail to correct errors plainly marked by the advertiser on the proof and returned to us by the designated proof-return deadline. An adjustment will be applied to the actual cost of the portion of the advertisement occupied by the error.

RATES: OVERVIEW

LOCAL OPEN RATES

These apply to individual classified advertisers in San Diego and Imperial Counties. (When there are two or more advertisers in the same advertisement, the national rate applies.)

LOCAL AGREEMENT RATES

These are available to advertisers who do business and have outlets in San Diego County. Advertisers who do business and have outlets in Orange, Riverside or Imperial counties are eligible for local agreement rates when they advertise for real estate or employment (see separate rate books).

You can get a Local Agreement Rate when you sign an advertising agreement and complete a credit application. When we accept your agreement, it is effective immediately until it is cancelled or otherwise stated.

If you wish to cancel your agreement, you must send it in writing to the classified advertising director. If you cancel prior to the minimum period stated in your agreement, all advertisements will be rebilled at the Local Classified Open Rate or applicable rate.

With the exception of those who have volume agreements, all classified agreement advertisers are required to insert lineage on a daily basis. Agreements cannot be transferred and cannot include joint advertising. Minimum charges are calculated at the agreement rate.

NATIONAL RATES

These apply to classified ads from outside San Diego and Imperial counties. Minimum ad space: 3 lines.

CLASSIFIED RATES

Local Rates

(Excluding Employment, Rental and Real Estate advertisers.)
Rates are based on consecutive daily insertions.

Minimum ad space: 3 lines.

Consecutive Insertions	Cost Per Line DAILY	Cost Per Line SUNDAY
1 time	\$12.45	\$15.90
2-3 times	9.70	12.10
4-9 times	7.60	9.40
10-29 times	7.15	8.95
30 or more times	6.95	8.65

*Receive 50% off same ad running in multiple classifications. Original ad will be billed at regular rate.

Local Annual Agreement Rates

(Excluding Employment, Rental and Real Estate advertisers.)
Minimum 365 consecutive days, until cancelled. Rates are per line, per day. **Minimum ad space: 3 lines.**

Consecutive Insertions	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines	\$5.89	\$7.40
8 lines	5.82	7.30

Private Party Specials

Provided to non-commercial only

MERCHANDISE & PETS - 3 Line Minimum

	Union-Tribune Print	SOSD & Mobile	N. County Zone	Enlace	Package
3-DAY	\$9.00	\$10	\$.50/line daily, \$1/line Sun	\$3.75	\$24.25
Each Additional Line	1.00	0	\$.50/line daily, \$1/line Sun	1.25	
7-DAY	19.95	11	\$6.00	3.75	40.70
14-DAY	36.95	17	\$12.00	7.50	73.45
Each Additional Line	1.00	0	\$.50/line daily, \$1/line Sun	1.25/line/day	

AUTOMOTIVE - 3 Line Minimum

	Union-Tribune Print	SOSD & Mobile	N. County Zone	Enlace	Package
3-DAY	\$9.00	\$10	\$.50/line daily, \$1/line Sun	\$3.75	\$24.25
Each Additional Line	1.00	0	\$.50/line daily, \$1/line Sun	1.25	
7-DAY	19.95	21	\$6.00	3.75	50.70
14-DAY	36.95	37	\$12.00	7.50	93.45
Each Additional Line	1.00	0	\$.50/line daily, \$1/line Sun	1.25/line/day	

GARAGE SALE - 4 Line Minimum

	Union-Tribune Print	SOSD & Mobile	N. County Zone	Enlace	Package
2-DAY	\$17	\$13.00	\$.50/line daily, \$1/line Sun	\$5.00	\$37.00
3-DAY	25	17.00	\$.50/line daily, \$1/line Sun	5.00	53.00
Each Additional Line	5	0.00	\$.50/line daily, \$1/line Sun	1.25	

SERVICE DIRECTORY - 2 Line Minimum

	Union-Tribune Print	SOSD & Mobile	Enlace	Total Package
7-DAY	\$66.50	\$15	\$2	\$83.50
14-DAY	126.00	25	4	155.00
28 -DAY	196.00	45	8	249.00
Big Sunday Package (8-line ad Sun.)	248.00	45	8	301.00

DOMESTIC SERVICES - 2 Line Minimum

	Union-Tribune Print	SOSD & Mobile	Enlace	Total Package
2-DAY	\$17.00	\$8	\$3	\$28.00
7-DAY	\$53.20	\$10	3	66.20
14-DAY	\$106.40	\$15	6	127.40
28 -DAY	\$182.00	\$25	12	219.00
Big Sunday Package (8-line ad Sun.)	\$252.00	\$25	12	289.00

National Rates

(Excluding Employment, Rental and Real Estate advertisers.)
Applies to classified advertising from outside San Diego and Imperial counties. Commissionable to recognized advertising agencies.

Minimum ad space: 3 lines.

Consecutive Insertions	Cost Per Line DAILY	Cost Per Line SUNDAY
1 time	\$15.45	\$19.85
2 times	11.95	15.40
3 times	10.90	14.05
4 to 6 times	9.20	11.85
7 or more times	9.05	11.60

ENLACE

(Weekly Spanish-language publication) Spanish publication every Saturday. No charge for translation.

■ Enlace Clasificados (Non-commercial)

Reach the Latino population in San Diego County. Pick up your ad in Enlace, the largest Spanish-language weekly publication in the region. **Minimum ad space: 3 lines.**

Cost Per Line

Must also run in full-run Classifieds \$1.25 per day, private party \$2.25 per day, commercial

VIDA LATINA SAN DIEGO

(Weekly Spanish-language publication) Spanish publication every Friday. No charge for translation.

Vida Latina San Diego is an exciting and vibrant Spanish-language entertainment and lifestyle publication targeting every member of the family from moms and dads to grandparents and children. Gloss-wrapped, magazine-style weekly is delivered Fridays to more than 600 retail locations in southern San Diego County. Content includes articles and photography from all types of entertainment including the movies and local events to television listings.

Distribution: 30,000

■ CLASSIFIED AD RATES

All Prices include FULL COLOR

Size	Open	X6	X13	X26	X52
Full Page	\$730.00	\$635.00	\$590.00	\$540.00	\$495.00
1/2 Page	\$525.00	\$430.00	\$385.00	\$340.00	\$275.00
1/4 Page	\$380.00	\$285.00	\$245.00	\$210.00	\$170.00
1/8 Page	\$280.00	\$175.00	\$155.00	\$130.00	\$100.00

Classified Display B&W Box Ads

1"x 1"	\$30 per week
1"x 2"	\$54 per week
1"x 3"	\$78 per week
1"x 4"	\$99 per week

Fiestas / Servicios

Includes FULL 4 COLOR

1/12 page	\$55 per week
2/12 page	\$99 per week
2/12 page	\$99 per week

Classified Combo Vida Latina/Enlace

Combo Buy

Full page - Vida Latina
40 col/inch
4 COLOR ad in Enlace
Full/40 Combo: \$1,870

■ MECHANICAL SPECIFICATIONS

Advertising design & layout is provided to display advertisers at no extra charge. Vida Latina discourages the uses of "reverses" & "screens," as it is impossible to guarantee their print quality.

■ Vida Latina Ad Dimensions

Mechanical Specifications

Modular Size	Width	Height
Full Page	7.25 inches	9.75 inches
1/2 Horizontal	7.25 inches	4.75 inches
1/2 Vertical	3.56 inches	9.75 inches
1/4 Horizontal	7.25 inches	2.25 inches
1/4 Vertical	3.56 inches	4.75 inches
1/8 Vertical	3.56 inches	2.25 inches
1/8 Vertical	1.71 inches	4.75 inches

■ DEADLINES

All signed proofs are due back to the Art Department by Monday at 12 PM

New Ads..... Wednesday at 5 PM

New ads space reservation and copy for the following week's publication

Pick up with Changes..... Thursday at 12 PM

Changes to active client's due to account executive

Camera Ready Art..... Monday at 12 PM

Please refer to Mechanical Specifications

Auto Dealer / Grocery Ads..... Monday at 12 PM

New ads space reservation and copy for the following week's publication

■ AD PLACEMENT

Specific placement of advertising is available on a first come, first serve basis. A 25% premium will be added to the cost of the advertisement. The premium will be refunded in the event that the placement request cannot be fulfilled. Minimum size requirement for special ad placement is 1/2 page.

■ PAYMENT POLICY

All accounts are subject to credit approval. Unless previously approved by the Publisher, all accounts require payment in advance at any time for any advertisement. Agency accounts may be delayed until prepayment is made or signed contract and credit application is received from responsible party by Vida Latina San Diego.

■ CLIENT PROVIDED ADS

Camera ready ads that meet the following requirements will be accepted by Vida Latina. They may be sent electronically via e-mail, ad drop or placed on our FTP site. Please ask your account executive for full instructions.

REQUIREMENTS FOR CAMERA READY

- Ads must be produced to specific ad sizes (i.e. 1/4v, 1/8h)
- Newsprint: 180 DPI Gloss: 300 DPI
- Mac files
- File format: EPS, PDF, TIF, JPG
- Color images CMYK
- Fonts outlined or embedded to file
- Files sent via e-mail, or FTP at: ftp.vidalatinasd.com

■ CONTACT US

To Advertise Call:

Sara Gaviria / Hispanic Product Manager
sara.gaviria@utsandiego.com

Production Department/Advertising Operations

Javier Gonzalez (619) 293-1508
javier.gonzalez@utsandiego.com

ASSOCIATION/GROUP ADVERTISING EVENTS

Available for charity and non-profit organizations and recognized associations.

ELIGIBILITY REQUIREMENTS: Charity and non-profit organizations may establish eligibility for this rate by submitting a written request to the Advertising Director, which will be kept on file. The request should include a description of the nature of the organization and its IRS tax exempt number. This rate is reserved for advertisements of a fund-raising nature. (Employment advertising is not applicable.)

	Cost Per Line DAILY	Cost Per Line SUNDAY
Commercial Advertisers	\$5.89	\$7.40
Private Party	3.14	3.91

Garage Sales

Realtor-sponsored, charity and non-profit organizations, and recognized associations, 2- or 3-day packages available.

	Cost Per Line DAILY/SUNDAY	Each Additional Line
Minimum 4 Lines	\$2.50	\$5.00

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. 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.

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

LEGAL ZONE RATES

OPEN RATE	Cost Per Line DAILY	Cost Per Line SUNDAY
North & Central	\$1.24	
East & South	\$0.68	
FICTITIOUS BUSINESS NAME - Runs once a week for 4 weeks - Flat Rate		
North & Central		\$35.00
East & South		\$25.00
PERSONAL NAME CHANGE - Runs once a week for 4 weeks - Flat Rate		
North & Central		\$85.00
East & South		\$50.00
PETITION TO ADMINISTER ESTATES - Runs once a week for 3 weeks - Flat Rate		
North & Central		\$150.00
East & South		\$85.00

Display ROP - Legal

Rates apply to display format only – ROP 6-column width. Column width: 1.53 inches. Rates are per inch, per day.

	Cost Per Inch MON-SAT	Cost Per Inch SUNDAY	
Local Businesses, Open Rate	\$77.40	\$108.80	
	Cost Per Inch MON-WED	Cost Per Inch THURS-SAT	Cost Per Inch SUNDAY
National Businesses, 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) 293-1460

FAX: (619) 260-5035

E-mail: legalnotices@utsandiego.com

Mailing Address:

U-T San Diego
Legal Advertising
P.O. Box 120191
San Diego, CA 92112-0191

Physical Address:

350 Camino de la Reina
San Diego, CA 92108-3092

FUNERAL INDUSTRY AND RELATED DISPLAY ADVERTISING RATES

Available on the Obituary page in Local News. Call (619) 293-1912 for additional information.

	Cost per column-inch		
	MON-WED	THUR-SAT	SUNDAY
Open Rate	\$57.00	\$61.00	\$69.00
20"	46.75	51.30	56.75
80"	46.10	50.25	56.10

DEATH & FUNERAL NOTICES

Published on the Obituary page in 6-column format.
Photos accepted. Call (619) 293-1912 for additional information.

Cost per line, per day Monday - Friday	\$8.61
Cost per line, per day Saturday - Sunday	\$9.91
2nd day rate (within 1 week, Monday-Saturday)	50%

All display notices are charged at the applicable line rate 10 lines per inch.

■ Online at Obituaries.UTSanDiego.com

Allows people all over the world to read about your loved one via the Internet.

Includes a guest book for 30 days, enabling friends, relatives and acquaintances to share thoughts and condolences with you, and each other. Your on-line obituary is available indefinitely.

■ Mobile at m.utsandiego.com

Allows people worldwide to instantly reads to read about your loved on their phone or PDA, wherever they may be.

Posted 30 days

30 day package	\$35
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Sample Logos (additional logos available)



CRUCIFIX



CROSS



STAR OF DAVID



SHRINERS



M.A.D.D.



AIDS AWARENESS



SCOTTISH RITE



MASONS



AMERICAN FLAG



KNIGHTS OF COLUMBUS



ORGAN & TISSUE DONOR



FIREFIGHTER



U.S. MARINE CORPS



U.S. NAVY



BREAST CANCER

PICK-UP RATE OPTIONS

DISPLAY								
Original ad	Pick up same ad running in	Discount	Minimum size	Pick-up dates/ editions available	Pick-up rate based on	Pick-up dates must run	Discount color	Special notes
Display full-run	Display zone 1 or 2 different zones	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display full-run	Sunday Travel	50%	—	Thursday Night & Day section	Contract or group rate	Within 6 days	Yes	—
Display full-run	Performing arts, concerts, museums	50%	—	Thursday Night&Day section	Contract or group rate	Within 6 days	Yes	—
Display zone	Display same zone	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display zone	Display different zone*	50%	—	Thurs. or Sat. zone; North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	1/2 price on least expensive zone (excludes Sunday)
Display zone	Classified North zone Automotive	50%	1/4, 1/2 or full page only	Fri., Sat. or Sun. zone	Contract or group rate	Within 5 days	Yes	Convert ad to Classified 10-col. width

CLASSIFIED								
Original ad	Pick up same ad running in	Discount	Minimum size	Pick-up dates/ editions available	Pick-up rate based on	Pick-up dates must run	Discount color	Special notes
Classified full-run	Classified full-run	50%	25" Classified	Monday, Tuesday or Wednesday	Contract or group rate	Within 6 days	Yes	—
Classified full-run	Display full-run	50%	15" Display	Monday, Tuesday or Wednesday	Display contract or group rate	Within 6 days	Yes	Convert ad to display 6-col. width
Classified full-run	Display zone 1 or 2 different zones	50%	6" Display	Thurs. or Sat. zone North zone, Thurs.–Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Convert ad to display 6-col. width
Classified full-run	Classified North zone Automotive	50%	1/4, 1/2 or full page only	Fri., Sat. or Sun. Zone	Contract or group rate	Within 5 days	Yes	—
Classified No. zone Automotive	Display zone	50%	1/4, 1/2 or full page only	Thurs. or Sat. Zone North zone, Thurs.–Sun.	Contract or group rate	Within 5 days	Yes	Convert ad to display 6-col. width

* NOTE: North Coastal and North Inland zones cannot be picked up into each other at a discount.

COLOR RATES

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

Flat charges for color are in addition to the space charges at the applicable black and white rates. Such charges cover color ads from 1 column-inch to a full page.

Double-trucks with color on both pages carry a color charge for each page.

COLOR FREQUENCY DISCOUNTS FOR FULL-RUN ADS

Enjoy colorful savings. By agreement; for color surcharges only.

Yearly Agreement	Discount
10 color ads	5%
25 color ads	7%
50 color ads	10%
75 color ads	12%

ZONE COLOR RATES

One color and black	DAILY	SUNDAY
Central Zone	\$885	n/a
East Zone	400	n/a
South Zone	315	n/a
North Zone	595*	\$685*
North Inland or Coastal Zone	455*	n/a

Full color	DAILY	SUNDAY
Central Zone	\$1,635	n/a
East Zone	695	n/a
South Zone	500	n/a
North Zone	1,080*	\$1,220*
North Inland or Coastal Zone	840*	

SPECIAL CLASSIFIED FEATURES

BOLD-FACE TYPE

- Bold-face type is available in single-column classified ads — a great way to emphasize one word, select words or your entire ad. Whether you bold one word, one line or the entire ad, the cost is just an additional 35¢ per line, per day.

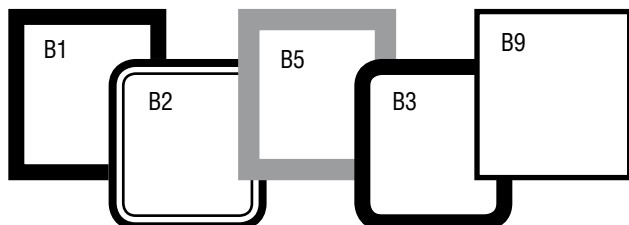
LOGOS & GENERIC ART

- The processing and filing of your first logo is free. For each additional logo, the charge is \$25.
- Camera-ready, black & white, exact-size artwork is preferred. If you don't have a logo, let us help you create one for a small fee.
- We can shrink or enlarge your logo to fit into one column; however, a vertical format is best.
- For best results, the minimum depth for logos is five lines.
- To keep your ad clean and easy to read, we place one-half line of white space above and below your logo.
- Logos that run at least every six months remain on file. The best way to increase and maintain a high level of awareness for your company, however, is consistent use.
- Logos are measured in agate lines and are billed at the earned rate per line.
- Generic and seasonal art is available on request for your in-column ads.

BORDERS

The next time you run an ad in the Classifieds, make it work even harder for you, put a border around it. You'll get a response like you've never had before. For rates and details, just ask your account manager.

Border Options:



UTSANDIEGO

(www.UTSanDiego.com)

UTSanDiego.com by the U-T San Diego is an award-winning news, entertainment and classifieds Web site that attracts young, affluent, educated consumers from San Diego County and across the United States.

The site offers up-to-the-minute breaking news from San Diego and the world. Our Entertainment Guide, Jobs, Homes, and Autos listings round out the offerings, making UTSanDiego.com the definitive online resource for San Diego County residents.

UTSanDiego.com currently receives almost 31 million page views and more than 3 million unique visitors each month, making UTSanDiego.com the No. 1 local resource for Web advertisement.

For more information, contact your account manager.

Source: Media Audit, July-August 2008; ABC Publisher Statement 2008

SPECIAL SERVICES

READER REPLY BOX NUMBERS

If you prefer to not use your company (or home) address in your ad, you can have responses sent to a U-T San Diego box number. We will forward or hold the responses for you. Box numbers are available at the following extra cost:

Consecutive or non-consecutive insertions of the same ad.

	1-7	8-14	15-30
Replies picked up at business counter by advertiser	\$50	\$50	\$50
Replies mailed to advertiser	80	105	130

AFFIDAVIT OF PUBLICATION

We'll mail you an affidavit verifying the date(s) your ad ran. Available at the following extra cost:

Per ad, per affidavit	\$10.00
Legal advertisements	first one free

EMPLOYMENT RATES

■ Local Employment Rates

(Single column and display.) Rates apply to employment advertising for positions within San Diego and Imperial Counties. Private parties placing domestic employment advertising are eligible for private party rates. These rates are commissionable to recognized advertising agencies. Minimum ad space: 3 lines.

Cost Per Line	Employment	Legal Certification
1	\$21.92	\$21.92
2 or more consecutive days	15.00	15.00

■ Large-Ad Packages: Employment / Schools & Instruction

	Black & white	Full color
1/16 Page	\$528.00	\$628.00
1/8 Page	\$1,040.00	\$1,340.00
1/4 Page	\$2,016.00	\$2,416.00
1/2 Page	\$3,947.00	\$4,347.00
Full Page	\$7,018.00	\$7,418.00

■ Local Employment Annual Agreement Rates

Minimum 365 days, daily until cancelled. Rates are per line, per day. San Diego and Imperial County advertisers are eligible for local employment agreement rates. **Minimum ad space: 3 lines.**

	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines daily	\$6.95	\$12.11

■ Non-Profit Rates

Minimum ad space: 3 lines.

	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines daily	\$6.95	\$12.11

■ Hourly / Non-Profit Rate

For advertising positions that pay up to \$13.00 per hour. **Minimum ad space: 3 lines.**

	Cost Per Line
3 lines daily or Sunday	\$7.90

■ Domestic Help Wanted

Advertise any domestic help wanted position. **Minimum 3 lines.**

	4 Lines/2days	4 Lines/3days	Each additional line
Flat Rate	\$17.00	\$25.00	\$5.00

■ Employment Dollar-Volume Agreement

The more you run the more you save! Take advantage of these rates with a signed agreement. These agreements include all revenue from employment advertising in Classified print, job fairs and online.

Annual Dollar-Volume Agreements	Cost Per Line DAILY	Cost Per Line SUNDAY
\$10,000	\$7.75	\$13.00
25,000	7.50	12.75
50,000	7.25	12.25
100,000	7.00	10.00
200,000	6.50	8.00

Recruitment North Zone Liners

(Thursday, Saturday, Sunday)

Line Rates	Single Insertion
Open Rate	\$1.79
3X	\$1.43

Schools and Instruction

Rates are based on consecutive daily insertions. **Minimum ad space: 3 lines.**

Consecutive Insertions	Cost Per Line DAILY	Cost Per Line SUNDAY
1 time	\$12.45	\$15.90
2-3 times	9.70	12.10
4-9 times	7.60	9.40
10-29 times	7.15	8.95
30 or more times	6.95	8.65

Schools and Instruction – Local 90-Day Agreement Rates

Three-month agreement rates (90 consecutive days). Rates are per line, per day.

Minimum ad space: 3 lines.

	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines	\$6.50	\$8.11
8 lines	6.27	7.83

Schools and Instruction – Local Annual Agreement Rates

Minimum 365 days, daily. Rates are per line, per day. **Minimum ad space: 3 lines.**

	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines	\$5.89	\$7.40
8 lines	5.82	7.31

ENLACE EMPLOYMENT RATES

(Weekly Spanish-language publication) Spanish publication every Saturday. No charge for translation.

Enlace Pick-up rates

Pick up your U -T San Diego ad into Enlace.

	Rates
National open pick-up (3-line min)	\$2.32 per line/per day
Local open pick-up (3-line min)	1.80 per line/per day
Contract pick-up (3-line min)	1.55 per line/per day
ROP local pick-up (1-inch min)	36.05 per inch/per day
ROP national pick-up (1-inch min)	47.90 per inch/per day

Enlace-only Employment rates

	Rates
National Enlace (3-line min)	\$4.12 per line/per day
Local open Enlace only (3-line min)	3.09 per line/per day
Contract Enlace only (3-line min)	2.25 per line/per day
ROP local Enlace only (1-inch min)	72.10 per inch/per day
ROP national Enlace only (1-inch min)	95.80 per inch/per day

NEW HOMES REAL ESTATE ADVERTISERS

■ Dollar Volume Discount Agreement Rates

The more you invest, the more you save! Take advantage of these discount rates with a signed agreement.

New Homes Section Rates				Full Run Retail Section Rates		
	1x	2x Weekend	4x Monthly	Mon-Wed	Thurs-Sat	Sun
Open Rate	\$99	\$74	\$74	\$124	\$140	\$172
\$2,000	90	68	68	113	127	157
10,000	82	62	62	103	116	143
30,000	74	56	56	93	104	129
50,000	70	53	53	88	99	122
75,000	66	50	50	83	93	115
100,000	64	48	48	80	90	111
125,000	62	47	47	78	87	108
160,000	60	45	45	75	85	104
200,000	59	44	44			
350,000	58	44	44			
500,000	57	43	43			
750,000	56	42	42			
1,000,000	55	41	41			

2x Weekend Rate requires ads to run same weekend. All rates include full color.

■ Retail Zone Rates (Thursday, Saturday, Sunday.)

	North Zone Tab			North Zone			Other Zones				
	Sunday Rates			Thurs./Sat. Rates			Thursday Rates				
	Inland	Coastal	Full North	Inland	Coastal	Full North	Central North	Central South	Full Central	East	South
Open Rate	\$34	\$37	\$59	\$28	\$29	\$47	\$50	\$50	\$95	\$35	\$24
\$2,000	28	31	47	22	24	39	46	46	86	31	21
10,000	25	26	41	20	21	33	44	44	83	29	20
30,000	21	24	37	18	19	29	43	43	81	26	29

■ In-Column Line Rates

	CLASSIFIED COST PER LINE			
	Classified		Employment	
	Daily	Sunday	Daily	Sunday
Open Rate	\$12.30	\$15.90	\$13.55	\$17.90
\$2,000	10.53	13.51	11.72	15.48
10,000	5.91	7.60	7.06	9.46
30,000	5.82	7.42	6.97	9.26
50,000	5.78	7.34	6.93	9.20
100,000	5.72	7.30	6.87	9.15
200,000	5.67	7.26	6.82	9.11
300,000	5.63	7.21	6.78	9.05
500,000	5.55	7.12	6.70	8.94

■ New Home Communities Map (Saturday/Sunday combination)

	1 MONTH	3 MONTHS	1 YEAR
1-3 Communities	\$445/week	\$375/week	\$300/week
4+ Communities	\$375/week	\$300/week	\$250/week

■ UTSanDiego New Homes Community Listing

Community Listing	\$700 per month
Master Planned Communities	\$1065

RESALE REAL ESTATE ADVERTISERS

Real Estate Display Rates

Classified Section Rates					Retail Section Full Run Rates						
	Weekly Ads		Monthly Ads				Weekly Ads		Monthly Ads		
	1-2x		2-3x	4-7x	8x+		1-2x		2-3x	4-7x	8x+
Open Rate	\$56		\$56	\$45	\$41	\$93		\$93	\$75	\$68	
\$2,000	50		50	41	38	83		83	68	63	
10,000	45		45	38	36	75		75	63	60	
30,000	41		41	36	34	68		68	60	57	
75,000	38		38	34	32	63		63	57	53	
200,000	37		37	33	31	62		62	55	52	
350,000	36		36	32	30	60		60	53	50	
500,000	35		35	31	29	58		58	52	48	
800,000	34		34	30	28	57		57	50	47	
1,000,000	33		33	29	27	55		55	48	45	

2x Rate requires ads to run within 7 days

All rates include full color

Retail Zone Rates – North Zone: Available Thursday/Saturday/Sunday

	North Zone Single Ad			North Zone Weekly Program			North Zone Monthly Program			
	Inland	Coastal	Full North	Inland	Coastal	Full North	Inland or Coastal		Full North	
	1x	1x	1x	2x	2x	2x	4-7x	8x	4-7x	8x
Open Rate	\$25.30	\$25.30	\$41.80	\$22.00	\$22.00	\$35.20	Must Sign Contract To Earn			
\$2,000	20.90	20.90	35.20	18.70	18.70	29.70	\$16.50	\$14.30	\$27.50	\$25.30
10,000	18.70	18.70	30.80	16.50	16.50	25.30	14.30	13.20	24.20	22.00
30,000	17.60	17.60	28.60	14.30	14.30	24.20	13.20	11.00	22.00	19.80
75,000	15.40	15.40	25.30	13.20	13.20	19.80	11.00	8.80	18.70	16.50
200,000	12.87	12.87	22.88	11.00	11.00	18.37	9.13	7.37	16.50	14.63
350,000	11.88	11.88	22.00	10.12	10.12	17.38	8.25	6.38	15.62	13.75
500,000	11.00	11.00	21.12	9.13	9.13	16.50	7.37	5.50	14.63	12.87
800,000	10.12	10.12	20.13	8.25	8.25	15.62	6.38	4.62	13.75	11.88
1,000,000	9.13	9.13	19.25	7.37	7.37	14.63	5.50	3.63	12.87	11.00

Retail Zone Rates – Other Zones: Available Thursday only

	Single Ads					Weekly Program					Monthly Program				
	Central North	Central South	Central Full	East	South	Central North	Central South	Central Full	East	South	Central North	Central South	Central Full	East	South
	1x	1x	1x	1x	1x	2x	2x	2x	2x	2x	8x	8x	8x	8x	8x
	\$23.10	\$23.10	\$43.68	\$28.00	\$25.30	\$19.25	\$19.25	\$36.40	\$23.00	\$22.00	\$14.30	\$14.30	\$27.04	\$18.00	\$15.40
\$2,000	20.90	20.90	39.52	25.00	23.10	17.60	17.60	33.28	21.00	19.80	13.20	13.20	24.96	16.00	14.30
10,000	18.70	18.70	35.36	23.00	20.90	15.95	15.95	30.16	20.00	17.60	12.10	12.10	22.88	15.00	13.20
30,000	17.05	17.05	32.24	20.00	18.70	14.30	14.30	27.04	17.00	16.50	11.00	11.00	20.80	13.00	12.10
75,000	14.85	14.85	28.08	18.00	16.50	12.65	12.65	23.92	15.00	14.30	9.35	9.35	17.68	11.00	11.00
200,000	14.30	14.30	27.04	17.00	15.40	12.10	12.10	22.88	14.25	12.93	8.80	8.80	16.64	10.00	9.90
350,000	14.03	14.03	26.52	16.50	14.85	11.83	11.83	22.36	13.75	12.38	8.53	8.53	16.12	9.50	9.35
500,000	13.75	13.75	26.00	16.00	14.30	11.55	11.55	21.84	13.25	11.83	8.25	8.25	15.60	9.00	8.80
800,000	13.48	13.48	25.48	15.50	13.75	11.28	11.28	21.32	12.75	11.28	7.98	7.98	15.08	8.50	8.25
1,000,000	13.20	13.20	24.96	15.00	13.20	11.00	11.00	20.80	12.25	10.73	7.70	7.70	14.56	8.00	7.70

RESALE REAL ESTATE ADVERTISERS

■ Dollar-Volume Discount Agreement Rates

Classified Cost Per Line					
	Preprints Schedule	Classified		Employment	
		Daily	Sunday	Daily	Sunday
Non-Agreement	A	12.30	\$15.90	\$13.55	\$17.90
Annual Dollar-Volume Agreements					
2,500	A	10.53	13.51	11.72	15.48
5,000	A	6.51	8.25	7.66	10.10
10,000	A	5.91	7.60	7.06	9.46
25,000	B	5.82	7.42	6.97	9.26
50,000	B	5.78	7.34	6.93	9.20
100,000	B	5.72	7.30	6.87	9.15
200,000	C	5.67	7.26	6.82	9.11
300,000	C	5.63	7.21	6.78	9.05
400,000	C	5.58	7.17	6.73	9.01
500,000+	C	5.55	7.12	6.70	8.94

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 2, February 20, March 19, 26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25

■ North County Real Estate – Liner Ads

Thursday / Saturday / Sunday

	1 TIME	2 TIMES	3 TIMES
Open Rate	\$1.88	\$1.59	\$1.50
2,000	1.59	1.36	1.24
10,000	1.39	1.15	1.09
30,000	1.29	1.09	1.00

■ North County Real Estate

Thursday / Saturday / Sunday

For additional exposure and coverage pick up your ad in our North County Classified editions. **Minimum ad space. 4 lines. Must also run in full-run Classified.**

	Cost Per Line
COMMERCIAL	1.00 PER LINE/PER DAY

RESALE REAL ESTATE ADVERTISERS

■ Local Rates

Rates are based on consecutive daily insertions. One copy change per week is permitted on orders of 7 days or longer. **Minimum ad space: 3 lines.**

Consecutive Insertions	Cost Per Line DAILY	Cost Per Line SUNDAY
1 time	\$12.45	\$15.90
2-3 times	9.70	12.10
4-9 times	7.60	9.40
10-29 times	7.15	8.95
30 or more times	6.95	8.65

■ Local 90-Day Agreement Rates

Three-month agreement rates (90 consecutive days). Rates are per line, per day.

	Cost Per Line DAILY	Cost Per Line SUNDAY
3 lines	\$6.44	\$8.11

Limit: one 90-day agreement per year.

■ National Rates

Apply to Classified Advertising from outside the two Southern California Counties: San Diego and Imperial.

Minimum ad space: 3 lines.

Consecutive Insertions	Cost 3 Line DAILY	Cost Per Line SUNDAY
1 time	\$15.45	\$19.85
2 times	11.95	15.40
3 times	10.90	14.05
4 to 6 times	9.20	11.85
7 or more times	9.05	11.60

Commissionable to recognized advertising agencies.

■ Open Homes Directory Rates

A banner section publishes every Saturday and Sunday. The columns in this directory are twice as wide as regular classified columns, so each 7 pt. printed line equals two single-column billing lines. **Minimum ad space: 4 lines.**

	Number of Consecutive Insertions	
	1	2
Cost per day, per line	\$14.95	\$14.65

All Open Homes automatically appear on UTSanDiego.com. The charge is \$16.00 per day. A discount of 50% applies to the above Open Homes Directory rates for ads lifting from a same-day classified ad. Lower rates are available for advertisers holding classified space agreements.

RESALE REAL ESTATE TAB RATES

■ Sunday Publication

North County, Central and South/East Zones Available

All Zones					One Zone Rate				Two Zone Rate			
Open Rate					Open Rate				Open Rate			
Cost Per Insertion					Cost Per Insertion				Cost Per Insertion			
	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+
1/8 Page	\$762	\$686	\$617	\$556	\$305	\$274	\$251	\$229	\$610	\$549	\$495	\$450
1/4 Page	1,495	1,346	1,211	1,091	598	538	493	449	1,196	1,076	972	882
1/2 Page	2,961	2,665	2,399	2,162	1,185	1,066	977	888	2,369	2,132	1,925	1,747
Full Page	5,750	5,175	4,658	4,198	2,300	2,070	1,898	1,725	4,600	4,140	3,738	3,393

Level 1: \$2,000 Annual					Level 1: \$2,000 Annual				Level 1: \$2,000 Annual			
Cost Per Insertion					Cost Per Insertion				Cost Per Insertion			
	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+
1/8 Page	\$686	\$617	\$556	\$526	\$274	\$251	\$229	\$213	\$549	\$495	\$450	\$427
1/4 Page	1,346	1,211	1,091	1,032	538	493	449	419	1,076	972	882	837
1/2 Page	2,665	2,399	2,162	2,043	1,066	977	888	829	2,132	1,925	1,747	1,658
Full Page	5,175	4,658	4,198	3,968	2,070	1,898	1,725	1,610	4,140	3,738	3,393	3,220

Level 2: \$10,000 Annual					Level 2: \$10,000 Annual				Level 2: \$10,000 Annual			
Cost Per Insertion					Cost Per Insertion				Cost Per Insertion			
	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+
1/8 Page	\$617	\$556	\$526	\$488	\$251	\$229	\$213	\$198	\$495	\$450	\$427	\$396
1/4 Page	1,211	1,091	1,032	957	493	449	419	389	972	882	837	777
1/2 Page	2,399	2,162	2,043	1,895	977	888	829	770	1,925	1,747	1,658	1,540
Full Page	4,658	4,198	3,968	3,680	1,898	1,725	1,610	1,495	3,738	3,393	3,220	2,990

Level 3: \$30,000 Annual					Level 3: \$30,000 Annual				Level 3: \$30,000 Annual			
Cost Per Insertion					Cost Per Insertion				Cost Per Insertion			
	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+
1/8 Page	\$556	\$526	\$488	\$465	\$229	\$213	\$198	\$190	\$450	\$427	\$396	\$373
1/4 Page	1,091	1,032	957	912	449	419	389	374	882	837	777	733
1/2 Page	2,162	2,043	1,895	1,806	888	829	770	740	1,747	1,658	1,540	1,451
Full Page	4,198	3,968	3,680	3,508	1,725	1,610	1,495	1,438	3,393	3,220	2,990	2,818

Level 4: \$75,000 Annual					Level 4: \$75,000 Annual				Level 4: \$75,000 Annual			
Cost Per Insertion					Cost Per Insertion				Cost Per Insertion			
	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+	1x	2-3x	4-7x	8x+
1/8 Page	\$526	\$488	\$465	\$442	\$213	\$198	\$190	\$183	\$427	\$396	\$373	\$358
1/4 Page	1,032	957	912	867	419	389	374	359	837	777	733	703
1/2 Page	2,043	1,895	1,806	1,718	829	770	740	711	1,658	1,540	1,451	1,392
Full Page	3,968	3,680	3,508	3,335	1,610	1,495	1,438	1,380	3,220	2,990	2,818	2,703

RESALE REAL ESTATE ADVERTISERS

■ Coastal Homes

Publishes Monthly (Saturdays)
 High-quality, 50# glossy magazine paper
 Home-delivered monthly to over 43,000 U-T San Diego subscriber homes along the coast
 Added distribution in racks at local stores and real estate offices
 Content featuring photos and articles about San Diego homes and architecture.

Coastal Homes Yearly Frequency Rates					
		1x	3x	6x	12x
Full Page	9.75"x10.5:	\$1,395	\$1,195	\$1,095	\$995
½ Page Vert	4.43"x9.75"	\$850	\$725	\$655	\$595
½ Page Horiz	9"x4.81"	\$850	\$725	\$655	\$595
¼ Page	4.43"x4.81"	\$475	\$425	\$385	\$335
Double Truck	19.5"x10.5"	\$3,140	\$2,690	\$2,465	\$2,240
Gallery Ad	2.85"x3"	\$99 each (single property only)			

Premium Placement:
 Back page 12x commitment + 25% premium
 Page 2, 3, 5 or inside back cover: 12x commitment + 15% premium
 All other pages add 15%

Target Specific Coastal Zip Codes
92007 (Cardiff by the Sea)
92008 -11 (Carlsbad)
92014 (Del Mar)
92024 (Encinitas)
92037 (La Jolla)
92067 (Rancho Santa Fe)
92075 (Solana Beach)
92101 (Downtown)
92106 (Point Loma)
92107 (Ocean Beach)
92109 (Pacific Beach)
92118 (Coronado)
92130 (Carmel Valley)

■ UTSanDiego.com Coastal Zone Online Rates

Target UTSanDiego.com users in the same coastal zip codes as our print publication with custom geo-targeted banner ads.
 Available ads: 300 x 250, 728 x 90, or blend of both

Coastal Homes SignOnSanDiego.com rates		
Impressions	30 days online	Cost per 1,000*
15,000	\$255:	\$17 cpm
25,000	\$375	\$15 cpm
50,000	\$700	\$14 cpm
100,000	\$1,200	\$12 cpm

*This rate is good when bundled with a print ad. For online only, add \$3 cpm

2012 Saturday Publication Dates
January 21
February 18
March 17
April 21
May 19
June 16
July 21
August 18
September 15
October 20
November 17
December 15

■ Deadlines:

Space reservation: Friday, 2 weeks prior to publication date
 Final artwork: Wednesday, 10 days prior to publication date

Publication dates, distribution, deadlines, and rates are subject to change.

REAL ESTATE RENTAL ADVERTISERS

Local Rates

Rates are based on consecutive daily insertions. One copy change per week is permitted on orders of 7 days or longer. **Minimum ad space: 3 lines.**

Consecutive Insertions	Cost Per Line Daily	Cost Per Line Sunday
1 time	11.70	14.80
2-3 times	9.10	11.30
4-9 times	7.20	8.85
10-29 times	6.80	8.40
30 or more times	6.60	8.10

Local 90-Day Agreement Rates

Three-month agreement rates (90 consecutive days). Rates are per line, per day.

	Cost Per Line Daily	Cost Per Line Sunday
3 lines	6.25	7.80

Limit: one 90-day agreement per year.

National Rates

Apply to Classified Advertising from outside the two Southern California Counties: San Diego and Imperial.

Minimum ad space: 3 lines.

Consecutive Insertions	Cost Per Line Daily	Cost Per Line Sunday
1 time	15.00	19.10
2 times	11.60	14.80
3 times	10.55	13.45
4 to 6 times	8.90	11.40
7 or more times	8.75	11.15

Commissionable to recognized advertising agencies.

Dollar-Volume Discount Agreement Rates

Classified Cost Per Line

	Preprints Schedule	Classified		Employment	
		Daily	Sunday	Daily	Sunday
Non-Agreement	A	\$11.70	\$14.80	\$13.15	\$17.15
Annual Dollar-Volume Agreements					
5,000	A	\$6.19	\$7.70	\$7.44	\$9.71
10,000	A	5.62	7.10	6.85	9.09
25,000	B	5.54	6.92	6.77	8.90
50,000	B	5.50	6.86	6.73	8.85
100,000	B	5.45	6.82	6.67	8.80
200,000	C	5.28	6.64	6.31	8.35

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 2, February 20, March 19,26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25.

North County Real Estate

For additional exposure and coverage pick up your ad in our North County Classified editions.

Minimum ad space: 4 lines. Must also run in full-run Classified.

Cost Per Line

COMMERCIAL

1.00 PER LINE/PER DAY

REAL ESTATE RENTALS ADVERTISERS

■ Real Estate Rental Display Rates

Classified Section Rates					Retail Section Full Run Rates			
	Weekly Ads		Monthly Ads			Monthly Ads		
	1-2x	2-3x	4-7x	8x+	1-2x	2-3x	4-7x	8x+
Open Rate	\$56	\$56	\$45	\$41	\$93	\$93	\$75	\$68
2,000	50	50	41	38	83	83	68	63
10,000	45	45	38	36	75	75	63	60
30,000	41	41	36	34	68	68	60	57
75,000	38	38	34	32	63	63	57	53
200,000	37	37	33	31	62	62	55	52
350,000	36	36	32	30	60	60	53	50
500,000	35	35	31	29	58	58	52	48
800,000	34	34	30	28	57	57	47	47
1,000,000	33	33	29	27	55	55	45	45

2x Rate requires ads to run within 7 days

All rates include full color

■ Retail Zone Rates – North Zone: Available Thursday/Saturday/Sunday

	North Zone Single Ads			North Zone Weekly Program			North Zone Monthly Program			
	Inland	Coastal	Full North	Inland	Coastal	Full North	Inland	Nor Coastal	Full North	
	1x	1x	1x	2x	2x	2x	4-7x	4-7x	4-7x	8x
Open Rate	\$25.30	\$25.30	\$41.80	\$22.00	\$22.00	\$35.20	Must Sign Contract To Earn			
2,000	20.90	20.90	35.20	18.70	18.70	29.70	\$16.50	\$14.30	\$27.50	\$25.30
10,000	18.70	18.70	30.80	16.50	16.50	25.30	14.30	13.20	24.20	22.00
30,000	17.60	17.60	28.60	14.30	14.30	24.20	13.20	11.00	22.00	19.80
75,000	15.40	15.40	25.30	13.20	13.20	19.80	11.00	8.80	18.70	16.50
200,000	12.87	12.87	22.88	11.00	11.00	18.37	9.13	7.37	16.50	14.63
350,000	11.88	11.88	22.00	10.12	10.12	17.38	8.25	6.38	15.62	13.75
500,000	11.00	11.00	21.12	9.13	9.13	16.50	7.37	5.50	14.63	12.87
800,000	10.12	10.12	20.13	8.25	8.25	15.62	6.38	4.62	13.75	11.88
1,000,000	9.13	9.13	19.25	7.37	7.37	14.63	5.50	3.63	12.87	11.00

Retail Zone Rates continued on next page

REAL ESTATE RENTAL ADVERTISERS

■ Retail Zone Rates – Other Zones: Available Thursday only

	Single Ads					Weekly Program					Monthly Program				
	Central North	Central South	Central Full	East	South	Central North	Central South	Central Full	East	South	Central North	Central South	Central Full	East	South
	1x	1x	1x	1x	1x	2x	2x	2x	2x	2x	8x	8x	8x	8x	8x
	\$23.10	\$23.10	\$43.68	\$28.00	\$25.30	\$19.25	\$19.25	\$36.40	\$23.00	\$22.00	\$14.30	\$14.30	\$27.04	\$18.00	\$15.40
\$2,000	20.90	20.90	39.52	25.00	23.10	17.60	17.60	33.28	21.00	19.80	13.20	13.20	24.96	16.00	14.30
10,000	18.70	18.70	35.36	23.00	20.90	15.95	15.95	30.16	20.00	17.60	12.10	12.10	22.88	15.00	13.20
30,000	17.05	17.05	32.24	20.00	18.70	14.30	14.30	27.04	17.00	16.50	11.00	11.00	20.80	13.00	12.10
75,000	14.85	14.85	28.08	18.00	16.50	12.65	12.65	23.92	15.00	14.30	9.35	9.35	17.68	11.00	11.00
200,000	14.30	14.30	27.04	17.00	15.40	12.10	12.10	22.88	14.25	12.93	8.80	8.80	16.64	10.00	9.90
350,000	14.03	14.03	26.52	16.50	14.85	11.83	11.83	22.36	13.75	12.38	8.53	8.53	16.12	9.50	9.35
500,000	13.75	13.75	26.00	16.00	14.30	11.55	11.55	21.84	13.25	11.83	8.25	8.25	15.60	9.00	8.80
800,000	13.48	13.48	25.48	15.50	13.75	11.28	11.28	21.32	12.75	11.28	7.98	7.98	15.08	8.50	8.25
1,000,000	13.20	13.20	24.96	15.00	13.20	11.00	11.00	20.80	12.25	10.73	7.70	7.70	14.56	8.00	7.70

RENTAL SHOWCASE

Ads Appear in the Sunday Real Estate Tab. All Ads Include Full Color

North County, Central and South/East Zones Available

	All Zones				One Zone				Two Zones			
	Cost per insertion				Cost per insertion				Cost per insertion			
	1x	4-7x	8-12x	13x	1x	4-7x	8-12x	13x	1x	4-7x	8-12x	13x
Open Rate	\$550	\$525	\$500	\$475	\$250	\$210	\$200	\$190	\$440	\$420	\$400	\$380
2,000	525	500	475	450	240	200	190	180	420	400	380	360
10,000	500	475	450	430	230	190	180	170	400	380	360	340
30,000	475	450	430	405	220	180	170	165	380	360	340	325
75,000	450	425	405	385	210	170	165	155	360	340	325	310

Costs Based on Insertions per quarter.

RETAIL AUTOMOTIVE DOLLAR-VOLUME AGREEMENT RATES

■ Auto – Full Run (In Daily or Sunday Classified)

QUARTERLY INVESTMENT LEVELS		Weekly Program (Ad's Per Week) CLS ROP Ad Cost Per Inch				Month of Ad's Program Program (Ad's Per Month) CLS ROP Ad Cost Per Inch			Enlace Cost Per Inch	Preprints Cost Per Inch
		1X	2X	3X	4X +	8X-11X	12X-15X	16X+		
1	\$500	\$37.00	\$33.00	\$30.00	\$26.00	\$30.00	\$26.00	\$25.25	\$26.00	Sch. A
	\$1,000	\$36.75	\$32.75	\$29.75	\$25.75	\$29.75	\$25.75	\$25.00	\$26.00	Sch. A
	\$1,500	\$36.50	\$32.50	\$29.50	\$25.50	\$29.50	\$25.50	\$24.75	\$26.00	Sch. A
	\$2,000	\$36.25	\$32.25	\$29.25	\$25.25	\$29.25	\$25.25	\$24.50	\$26.00	Sch. A
2	\$2,500	\$36.00	\$32.00	\$29.00	\$25.00	\$29.00	\$25.00	\$24.25	\$26.00	Sch. A
	\$3,000	\$35.75	\$31.75	\$28.75	\$24.75	\$28.75	\$24.75	\$24.00	\$26.00	Sch. A
	\$4,000	\$35.50	\$31.50	\$28.50	\$24.50	\$28.50	\$24.50	\$23.75	\$24.30	Sch. A
	\$5,500	\$35.25	\$31.25	\$28.25	\$24.25	\$28.25	\$24.25	\$23.50	\$24.30	Sch. A
3	\$7,500	\$35.00	\$31.00	\$28.00	\$24.00	\$28.00	\$24.00	\$23.25	\$21.50	Sch. B
	\$10,000	\$34.50	\$30.50	\$27.50	\$23.50	\$27.50	\$23.50	\$22.75	\$21.50	Sch. B
	\$12,500	\$34.00	\$30.00	\$27.00	\$23.00	\$27.00	\$23.00	\$22.25	\$21.50	Sch. B
	\$15,000	\$33.50	\$29.50	\$26.50	\$22.50	\$26.50	\$22.50	\$21.75	\$21.50	Sch. B
4	\$18,750	\$33.00	\$29.00	\$26.00	\$22.00	\$26.00	\$22.00	\$21.50	\$20.35	Sch. B
	\$25,000	\$32.50	\$28.50	\$25.50	\$21.50	\$25.50	\$21.50	\$21.00	\$20.35	Sch. B
	\$31,250	\$32.00	\$28.00	\$25.00	\$21.00	\$25.00	\$21.00	\$20.50	\$20.35	Sch. B
	\$40,000	\$31.50	\$27.50	\$24.50	\$20.50	\$24.50	\$20.50	\$20.00	\$19.25	Sch. C
UNPUBLISHED	\$50,000	\$31.00	\$27.00	\$24.00	\$20.00	\$24.00	\$20.00	\$19.50	\$19.25	Sch. C
	\$75,000	\$30.50	\$26.75	\$23.75	\$19.75	\$23.75	\$19.75	\$19.25	\$18.10	Sch. C
	\$100,000	\$30.00	\$26.25	\$23.25	\$19.25	\$23.25	\$19.25	\$18.75	\$18.10	Sch. C
	\$125,000	\$29.50	\$25.75	\$22.75	\$18.75	\$22.75	\$18.75	\$18.50	\$18.10	Sch. C
	\$150,000	\$29.25	\$25.50	\$22.50	\$18.50	\$22.50	\$18.50	\$18.25	\$18.10	Sch. C

• Ask your account executive for applicable rates outside of classified.

■ 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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■ Automotive Employment Rates

	Cost Per Line
Daily	\$5.76
Sunday	7.61

■ Photo In – Column Package

12 Lines per Day	\$24/day
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■ In – Column Line Package

5 Lines 3 Days	\$15 Total
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■ Auto – North (Class Display)

QUARTERLY INVESTMENT LEVELS		Weekly Program (Ad's Per Week) CLS ROP Ad Cost Per Inch				Month of Ad's Program Program (Ad's Per Month) CLS ROP Ad Cost Per Inch		
		1X	2X	3X	4X +	8 X- 11X	12X - 15X	16X +
1	\$1,000	\$10.75	\$10.25	\$10.00	\$9.50	\$10.00	\$9.50	\$9.25
	\$1,500							
	\$2,000							
2	\$2,500	\$9.75	\$9.25	\$9.00	\$8.50	\$9.00	\$8.50	\$8.25
	\$3,000							
	\$4,000							
	\$5,500							
3	\$7,500	\$9.25	\$8.25	\$8.00	\$7.50	\$8.00	\$7.50	\$7.25
	\$10,000							
	\$12,500							
	\$15,000							
4	\$18,750	\$8.75	\$7.25	\$7.00	\$6.50	\$7.00	\$6.50	\$6.25
	\$25,000							
	\$31,250							
	\$40,000							
UNPUBLISHED	\$50,000	\$8.50	\$7.00	\$6.75	\$6.25	\$6.75	\$6.25	\$6.00
	\$75,000							
	\$100,000							
	\$150,000							
	\$200,000							

MECHANICAL MEASUREMENTS

CLASSIFIED COLUMN WIDTHS

Classified columns (10 columns per page) are measured by inches/picas.

Column	Inches	Picas
1	.95	5p 7pts.
2	1.95	11p 7pts.
3	2.96	17p 7pts.
4	3.96	23p 8pts.
5	4.97	29p 8pts.
6	5.97	35p 8pts.
7	6.98	41p 9pts.
8	7.98	47p 9pts.
9	8.99	53p 9pts.
10	10.00	60p

CLASSIFIED SINGLE-COLUMN SPECIFICATIONS

- Approximately 5 words per line (approximately 28 characters), a minimum of 3 lines.
- Available type sizes include agate, 10, 14, 18, 24, 30, 36, 42, 48, 60 and 72-point type. Ads using other than agate type are charged for the measured space used.
- Column width is .95". Full-column depth is charged at 301 lines.
- In-column logos are available, with no charge for the processing of your first logo.

CLASSIFIED DISPLAY (MULTIPLE-COLUMN) SPECS

- Ten columns per page.
- Column depth: 21½" (301 lines).
- Columns and advertisements are separated by .25-point rules.
- Artwork, halftones, logos, borders and select fonts are acceptable.

POSITION ORDERS

We will attempt to place advertisements in line with your preference, but as the positioning of an advertisement cannot be guaranteed, adjustments will not be made if and when the position request is not fulfilled.

Advertising orders which direct an ad to be omitted if not run in a special position or on a designated page will not be accepted.

MINIMUM DISPLAY DEPTHS

1 column x 6 inches	6 columns x 6 inches
2 columns x 3 inches	7 columns x 7 inches
3 columns x 3 inches	8 columns x 8 inches
4 columns x 4 inches	9 columns x 9 inches
5 columns x 5 inches	10 columns x 10 inches

Note: Advertisements more than 20" in depth will be billed at the full-page depth of 21.5".

CLASSIFIED TYPEFACES

THE LARGER THE TYPE, THE GREATER THE IMPACT

Classified ads that have white space, decorative typefaces or mixed sizes of type are charged according to the actual (not counted) space used, measured at 14 agate lines per inch.

Average letters and spaces per line

Upper Case	Lower Case			Type Size	Number of Agate Lines Used
2	3			For	60
2	4	Sale	50	12	
3	4	Your	40	10	
3	5	Home	35	8	
4	6	Trucks	30	7	
5	8	Cars and	22	6	
6	8	Furniture	20	5	
8	12	Advertise in	14	4	
12	18	The Union-Tribune	10	3	
15	21	Whatever you want you'll	8	2	
17	23	find. So give us a call now	Agate	1	

DIGITAL AD GUIDELINES

Guidelines to produce and send digital ads are available online at: www.utads.com. Prior to submitting any ads to the Union-Tribune, please call your account manager for space reservation and to receive a U-T ad number for each ad.

DELIVERING MATERIALS

There are a variety of ways to deliver ads to the Union-Tribune. Contact your account manager to determine which is the best method for you.

Send your ads online via AdDesk

AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account manager for details.

MECHANICAL SPECIFICATIONS

- 85- through 100-line screen required.
- Screened area should be between 20% and 80%.
- Please note that there is a 35% dot gain on press.
- Reverses: Solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.

For more information, go online to: www.utads.com

Maximum total screen density is 220%, includes Under Color Removal (UCR) with only one solid. Two secondary colors should not exceed 70% or 80% for any single color not intended to print solid.

Reverse type is acceptable, but should not be less than 14-point sans serif.

Overprint type only into areas having tint values of 30% or less. When black type is on a screened or color background, the type should overprint without a knockout.

Questions regarding color advertising specifications contact your account manager.

DEADLINES

CLASSIFIED SINGLE COLUMN

Deadlines apply to cancellations and corrections as well. If you have a space agreement, you have earlier deadlines. For details, call your account manager.

For Insertion	Copy Deadline	Remote Entry*	Fax/E-mail Deadline
Tues.-Sat.***	Noon day prior	11 a.m. day prior	11 a.m. day prior
Sunday	6 p.m. Friday**	4 p.m. Friday	4 p.m. Friday
Monday	6 p.m. Friday**	4 p.m. Friday	4 p.m. Friday

*Deadline for advertisers with space agreements.

**Deadline is 4 p.m. for agencies and large-volume advertisers.

***Saturday Automotive (all classifications), deadline 5:30 p.m. Thursday prior.

BLACK & WHITE AND SPOT-COLOR DISPLAY DEADLINES

To ensure you get the best possible results with your ad, please adhere to these deadlines:

SUNDAY ONLY

Section	Publication Day	Ads Requiring Special Creative Deadline	Space-Reservation Deadline	Digital Output Deadline	Proof-Return Deadline
TRAVEL	Sun.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
THE ARTS/ENT.	Sun.	Noon Tues.	4 p.m. Tues.	Noon Wed.	4 p.m. Wed.
CURRENTS/PASSAGES	Sun.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
HOME/HOMESCAPE	Sun.	4 p.m. Mon.	11 a.m. Tues.	Noon Wed.	4 p.m. Wed.
MAIN NEWS	Sun.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
CLASSIFIED	Sun.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
BOOK REVIEWS	Sun.	Noon *Wed.	4 p.m. *Fri.	Noon Tues.	4 p.m. Tues.

MONDAY THROUGH SATURDAY

Section	Publication Day	Ads Requiring Special Creative Deadline	Space-Reservation Deadline	Digital Output Deadline	Proof-Return Deadline
ANY	Mon.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
ANY	Tues.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
HEALTH	Tues.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
ANY	Wed.	Noon Fri.	4 p.m. Fri.	Noon Mon.	4 p.m. Mon.
FOOD	Wed.	10 a.m. Thurs.	2 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
ANY	Thurs.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
NIGHT&DAY	Thurs.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
ANY	Fri.	Noon Tues.	4 p.m. Tues.	Noon Wed.	4 p.m. Wed.
ANY	Sat.	Noon Wed.	4 p.m. Wed.	Noon Thurs.	4 p.m. Thurs.
CHANGE OF ADDRESS	Sat.	4 p.m. *Thurs.	11 a.m. *Thurs.	Noon *Fri.	4 p.m. *Fri.

*Denotes one week prior to publication date.

**Denotes two weeks prior to publication date.

The UT San Diego is in partnership for your success by providing you with the following services:

MARKET RESEARCH

U-T San Diego Research group is eager to help you plan your media buy. In addition to our extensive research databases, we offer our out-of-town advertisers a complete local perspective of the San Diego market. Ask your account manager for ways the research group can help you develop a strong media buy in San Diego.

UT SAN DIEGO RESEARCH TOOLS

Here are some of the powerful research tools we offer to assist in making your media buy more effective:

- **Database Marketing**

We offer specialized assistance with direct marketing programs, geographic trade area analysis and database consulting services. This service is extremely helpful when planning your marketing program.

- **CASH (Continuing Analysis of Shopping Habits)**

We have conducted this proprietary survey for nearly 30 years. CASH measures purchasing patterns in more than 65 retail/service categories in order to give you a perspective of San Diego market share by category.

- **Targeting by ZIP Code**

You tell us the demographics for the market you wish to reach and we'll find the highest concentration of that market segment. We can also identify your customers based on lifestyle characteristics.

- **Industry Information**

Our research group conducts proprietary annual and bi-annual studies for department, discount, grocery and drug stores, in addition to other studies. We also purchase syndicated data and publish annual research pieces for the automotive and travel industries.

- **Scarborough**

This reach and frequency software package measures the effectiveness of your media mix against specific target groups and consumer buying habits. This is an excellent resource when evaluating your media buys in terms of reach, frequency, gross impressions, cost-per-point, and GRPs.

- **Media-Mix Analysis**

We can prepare a detailed look at the reach and frequency of your current media schedule using Scarborough research. For example, if you're trying to reach San Diego's Hispanic market, as your partner in success, we would recommend a media mix of the Union-Tribune and the top local radio stations to reach Hispanics. As a result, your advertising benefits from the strengths of each media and you reach nearly 70 percent of all San Diego Hispanics.

CREATIVE SERVICES

Create advertising campaigns that sell, with the help of our artists and copywriters. Our Creative Services group has partnered with many of our advertisers in developing successful, award-winning campaigns. Call your account manager for details.

DIRECT MARKETING

Compliment your newspaper advertising with targeted direct marketing programs. UT Direct is our full-service direct marketing agency, staffed by direct marketing professionals, providing:

- **List development and analysis** to determine the best customers to reach. Data is at the household level, and encompasses demographics and psychographics.
- **Print** – any form, from postcards to letters to self-mailers, etc.
- **Mail services** via the USPS.

The result is customized mail campaigns to targeted audiences. For more information, call your account manager or UT Direct at (619) 293-1484.

DISPATCH

When you need proofs or advertising materials picked up or delivered, just call our Dispatch department at (619) 293-1680.