

Print Plus — 60# Matte Stock

- Cost includes print, distribution, creative and needed spoilage.
- Distribution minimums: Sunday paid = 30,000, daily paid and TMC = one full ZIP Code
- Minimum 15,000 order
- La Bolsa Azul, TLN and/or Enlace can be added to any order.
- Continuous or multiple drops not available. No run-outs or partial zips.
- One advertiser per piece.
- All prices are cost per thousand. Some limitations may apply.
- Save \$1 cpm with a 24-time frequency agreement.
- Add \$7.65 cpm surcharge to MTZ (Micro Target Zones) program

■ Option 4 – 8-1/2" x 11"

Four-color process. Spot color available for the back side. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	\$73.05	\$67.85	\$59.45	\$56.70	\$55.65	\$55.40	\$54.95	\$54.05	\$52.75
2	75.20	70.85	61.00	57.50	56.00	55.65	55.15	54.20	52.90
3	77.40	73.75	62.60	58.40	56.55	55.85	55.30	54.40	53.10
4	79.55	76.75	64.30	59.40	57.05	56.00	55.45	54.60	53.25
5	82.95	79.95	66.10	60.45	57.55	56.20	55.65	54.80	53.45
6	86.25	83.05	67.75	61.15	58.10	56.50	55.80	55.00	53.60
7	86.40	85.80	69.45	62.05	58.60	56.75	56.10	55.20	53.85
8	96.55	94.65	74.10	64.45	59.80	57.55	56.75	55.40	54.00

■ Option 5 – 11" x 11-3/4"

Four-color process. Spot color available for the back side. Image area: 10-1/2" x 11-1/4" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	250,000	500,000
1	\$70.95	\$68.85	\$68.40	\$62.85	\$61.15	\$60.90	\$57.95
2	71.75	70.05	69.25	63.65	61.60	61.15	58.15
3	72.40	70.70	70.00	64.50	62.15	61.40	58.35
4	73.25	70.75	70.75	65.35	62.75	61.60	58.55
5	77.45	74.75	72.70	66.45	63.30	61.80	58.80
6	79.60	76.65	74.50	67.25	63.90	62.15	59.00
7	81.70	78.60	76.40	68.25	64.45	62.45	59.20
8	87.25	83.90	81.50	69.80	65.80	63.30	59.40

■ Option 6 – Size 11" x 17" folded to 8" x 11"

Image Area: 10.5" x 16.5"

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	\$99.65	\$98.55	\$97.60	\$96.90	\$95.05	\$93.75	\$92.85	\$90.50	\$90.10
2	100.10	98.95	98.05	97.35	95.50	94.20	93.25	90.90	90.50
3	102.80	101.70	99.30	99.05	96.65	95.20	94.20	91.90	91.50
4	114.30	113.20	104.20	101.60	98.30	96.60	95.65	93.15	92.75
5	118.60	116.95	106.50	102.70	98.70	97.20	96.25	93.70	93.30
6	123.25	121.55	108.70	104.20	99.50	97.25	96.85	94.25	93.85
7	126.60	124.45	112.30	107.75	102.15	99.55	98.65	96.00	95.60
8	136.55	133.55	119.75	113.90	105.80	101.60	100.45	97.90	97.45

The San Diego Union-Tribune

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