

**■ General Preprint Guidelines**

**SCHEDULING:** Please note that the number of preprints we distribute in each edition of the Union-Tribune is limited, so if there's a scheduling conflict, preprints slated for full-run distribution receive priority over those scheduled for ZIP code distribution. Please check with your account manager prior to your run date for a confirmation of the number of preprints you'll need and the amount to be billed. (No preprint distribution available on Monday.)

**BILLING:** Preprint distribution cost will be applied toward your display advertising agreement.

Click here for the S.D.U.T Preprint Primer – A guide for Union-Tribune advertisers and printers supplying preprints.  
[www.utads.com/media\\_kit/pdf/preprint\\_primer.pdf](http://www.utads.com/media_kit/pdf/preprint_primer.pdf)

**DELIVERY INSTRUCTIONS:**

*For Union-Tribune and Enlace distribution, ship material to:*

**Union-Tribune Warehouse**  
**Attn: Production Director**  
**5260 Anna Avenue,**  
**San Diego, CA 92110-4007**  
 (619) 293-1498  
 Hours: Monday-Friday 6 a.m. – 4 p.m.

*For U-TMC non-subscriber distribution, ship material to:*

**California Community Newspapers**  
**5091 4th Street,**  
**Irwindale, CA 91706**  
 (626) 472-5222. Call for an appointment  
 Hours: Mon.-Fri. 6 a.m. – 3 p.m.; Sat. 7 a.m – noon;  
 Closed Sunday

*For La Bolsa Azul (Mexico) distribution, ship material to:*

**Ad Mail**  
**Attn: Receiving**  
**1830 Gillespie Way, Suite #101, El Cajon, CA 92020**  
 (619) 276-2600  
 Hours: Monday-Friday, 7:30 a.m. to 4:00 p.m.  
 (Closed Saturdays, Sundays and holidays.)

**PACKING INSTRUCTIONS:**

Preprints should be stacked (in turns of 200 or more) on standard 3-1/2-ft x 4-ft. skids. Each skid should weigh less than 2,000 lbs. Sections should be brick stacked (interlocking) and strapped on all four sides.

**MISCELLANEOUS**

- Each page of preprints that's made to look like news content must have the word "Advertisement" at the top of the page.
- If you would like to get product samples in the hands of your customers, just ask your account manager
- Die-cut inserts, metal or plastic objects placed on an insert and oddly shaped pieces must be submitted in advance for approval.
- Inserts must not include postal indicia.

**■ Mexico Distribution**

"LA BOLSA AZUL" ("THE BLUE BAG")

Residents of Mexico spend an estimated \$2.9 billion each year in San Diego. Tap into that buying power with THE BLUE BAG: Every Friday, we deliver your inserts to 80,000 homes in Tijuana and 50,000 homes in Mexicali, where residents look forward to seeing "La Bolsa Azul." Since 90% of them shop in San Diego once a month or more, they find the advertisements extremely useful.

| Tijuana            | CPM*     |
|--------------------|----------|
| Single Sheet:      | \$52 cpm |
| All other inserts: | 92 cpm   |

| Mexicali           | CPM*     |
|--------------------|----------|
| Single Sheet:      | \$54 cpm |
| All other inserts: | 94 cpm   |

Delivery is verified by Eximex, the only licensed household distributor in Baja, California.

\*CPM based on full-run distribution only.

**■ Commission and Terms of Payment**

**AGENCY COMMISSION:** Bonafide advertising agencies receive a 15 percent commission. This also applies to color premium charges. We do not offer cash discounts. Payment is due with the order unless credit is established. All advertising accepted on a credit basis is due and payable according to the terms stated on the invoice.

**■ Getaways** (Commissionable)

Runs every Sunday in the Travel section. The discounted rates are available with a signed agreement.

| California    | COST PER COLUMN INCH |          |
|---------------|----------------------|----------|
|               | California/Mexico    | Outside  |
| Open Rate     | \$196.00             | \$236.00 |
| Runs 6 times  | 169.50               | 199.80   |
| Runs 12 times | 158.85               | 189.80   |
| Runs 24 times | 150.10               | 177.45   |
| Runs 50 times | 137.50               | 164.25   |

**The San Diego Union-Tribune**

To advertise, call (619) 299-3131 • (800) 244-6397 ext.2491

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

www.utads.com