



2012 Retail Rate Book

TABLE OF CONTENTS

	<u>Page</u>		<u>Page</u>
Contact Information	2	Deadlines and Proof Schedules	16-17
Who's Who at U-T San Diego	3	Mechanical Measurements	18
Commission and Terms of Payment	4	• ROP Depth Requirements	18
Policy	4	• Digital Ad Guidelines	18
Retail Display Advertising Rates		Special Classifications	
• Dollar-Volume Discount Agreements.....	5	• Theater Rates	19
• Full-Run Frequency Program.....	6	• Entertainment/Night & Day.....	19
• Pick-Up Rate Options	6	• Legal Rates.....	19
Retail Zone Rates	7-8	• Non-Profit Rates.....	19
Color Rates	9	• Political and Advocacy Rates.....	19
• Zone Color Rates.....	9	• Preprinted Bag, Polybag.....	19
Retail Group Rates	9	• Product Samples	19
Preprint Products	10-12	• Religious Rates	19
• Preprint Insert Guidelines.....	10	• Restaurants	20
• Retail Preprint Rates	11	• Neighborhood Marketing Program.....	20
• U-TMC	12	• Travel Tie-In Rate.....	20
• Micro Target Zones (MTZ).....	12	• Sunday Comics	20
• Mexico Distribution	12	• Comics Fly Sheet.....	20
• U-T Notes	13	• Comics Spadea.....	20
Special Interest Features		• Comics Gatefold	20
• Special News Pages	14	• Enlace (Spanish-language publication)	21
• UTSandiego.....	14	• Vida Latina (Spanish-language publication)	22
• Feature Editions Calendar	14	Market Research, Creative Services and Dispatch	23
• Theme Pages.....	15		
• Directories	15		
• Books Reviews	15		
• Shopping Center Rates.....	15		
• Guaranteed Positions	15		

RATES EFFECTIVE JANUARY 1, 2012

U-T SAN DIEGO

Mailing address:

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

Street address:

350 Camino de la Reina
San Diego, CA 92108-3090

Online newspaper:

www.utsandiego.com

Online advertising information:

www.utads.com

TELEPHONE NUMBERS

M-F 8:30 a.m. to 5:30 p.m.
Phone (619) 299-3131
FAX (619) 293-1769
Nationally 1-800-BIG-NEWS
(1-800-244-6397)

MEMBER OF:

- Advertising Club of San Diego
- American Advertising Federation (AAF)
- Audit Bureau of Circulation (ABC)
- Better Business Bureau (BBB)
- Building Industry Association (BIA)
- California Newspaper Advertising Executives Association (CNAEA)
- California Newspaper Publishers Association (CNPA)
- Fair Housing Council
- Funeral Directors Association
- Greater San Diego Chamber of Commerce
- International Newspaper Marketing Association (INMA)
- Metropolitan Sunday Newspapers, Inc.
 - Sunday Magazine Bureau
 - Metro Comics
- National Association of Hispanic Newspapers (NAHP)
- National Four-Color Newspaper Network
- National Newspaper Network (NNN)
- New Car Dealers Association (NCDA)
- Newspaper Association of America (NAA)
- Newspaper Special Section Network (NSSN)
- North County Professionals Association
- San Diego Apartment Association (SDAA)
- San Diego Association of Health Care Recruiters
- San Diego Association of Realtors (SDAR)
- San Diego Direct Marketing Association
- Smart-Circ of America
- Society for Human Resource Management
- The Newspaper Network, Inc. (TNN)
- Tribune Media Services, Inc.
- Western Classified Advertising Association (WCAA)

U-T SAN DIEGO ADVERTISING OFFICES

MAIN OFFICES

(Mission Valley)
350 Camino de la Reina,
San Diego, CA 92108
P.O. Box 120191, San Diego, CA 92112-0191

(619) 299-3131

FAX (619) 293-2346
or (619) 293-1769

SAN MARCOS

1152 Amorlite Drive
San Marcos, CA 92069

(760) 752-6700
Fax (760) 752-6749



U-T SAN DIEGO::

Published seven days a week.

ADJUDICATION:

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

WHO'S WHO AT 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

Rita Jurczyk — Director, Major Media Sales
(619) 293-1424; rita.jurczyk@utsandiego.com

Cathy Zasada — Director, National Sales
(619) 293-1424; cathy.zasada@utsandiego.com

Karin Doty, Director of Sales Development, U T SanDiego
(619) 718-5228; karin.doty@utsandiego.com

U-T SAN DIEGO CLASSIFIEDS

For all classified inquiries and to place an ad, please call
(866) 411-4140.

Paul Ingegneri, Classified Advertising Director
(619) 293-2681, paul.ingegneri@utsandiego.com

Rich Hopkins, Automotive Adv. Sales Manager
(619) 293-1436, rich.hopkins@utsandiego.com

Brandy Stemen, Emerging Media Product Manager
(619) 293-1463, brandy.stemen@utsandiego.com

Diane Lucas, Call Center Advertising Sales Manager
(619) 718-5037, diane.lucas@utsandiego.com

Carla Royter, Real Estate/Employment Sales Manager
(619) 293-1478, carla.royter@utsandiego.com



LOCAL RETAIL

Lynn Banda, Sales Director, North County
(619) 293-1562, lynn.banda@utsandiego.com

Jody Vanden Heuvel, Sales Director— South Zone & Mexico
(619) 293-1400, jody.vandenheuvel@utsandiego.com

John Fields, Sales Manager — Central Zone
(619) 293-2547, john.fields@utsandiego.com

Jeff Arnett, Sales Manager - Co-Op and Special Sections
(619) 293-2573; jeff.arnett@utsandiego.com

COMMISSION & TERMS OF PAYMENT

Our retail 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 retail rate.

You can establish billing directly with your agency, but keep in mind that the advertiser is ultimately responsible for payment of all invoices. When we accept advertising on a credit basis, payment is due according to the terms on the invoice. Cash discounts are not available.

POLICY

The retail rates apply if you sell goods or services through one or more retail outlets that you own and operate within San Diego, Imperial, Orange, Riverside counties or Mexico (Ensenada North). Retail rates don't apply to any ads that fit in the General or Classified category. The classification of all advertising will be determined by the publisher.

1. Position orders: We will attempt to place advertisements in line with your preference, but as advertising positions are not guaranteed, we can make no adjustments if and when a position request is not fulfilled. We cannot accept advertising orders which direct an ad to be omitted if not run in a special position or on a designated page.
2. Display advertising set to resemble news content will be labeled "ADVERTISEMENT."

3. Liability for errors: U-T San Diego is liable for errors in advertisements only when it fails to correct errors plainly marked by the advertiser on the proof and returned to the office by the designated proof-return deadline. Our liability then shall be limited to the actual cost of the portion of the advertisement occupied by the error.
4. Solid reverses must be screened to 80% tone if they occupy more than 30% of the entire ad (on ads 6-column-inches or larger).
5. U-T San Diego reserves the right to reject any advertising.
6. U-T San Diego reserves the right to revise its advertising rates at any time upon 30 days written notice. Advertising agreements accepted are subject to this reservation.
7. The advertiser may cancel his or her advertising agreement without an adjustment charge on the date the new or higher rates become effective, provided written notice of such a cancellation is given to U-T San Diego before said date.
8. Advertisers with ads measuring at least five column-inches may receive proof delivery.

RETAIL DOLLAR-VOLUME AGREEMENTS

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

ROP COLUMN INCH RATE												
	MON-WED	THURS-SAT	SUNDAY	Central Zone THURS	East Zone THURS	South Zone THURS	North Zone* THURS & SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THURS & SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$200.00	\$226.00	\$286.00	\$123.00	\$57.00	\$33.00	\$69.00	\$87.00	\$47.19	A	\$34.00	\$36.00
Annual Dollar-Volume Agreements												
\$2,500	\$161.95	\$179.30	\$220.85	\$99.90	\$42.60	\$24.70	\$53.00	\$65.90	\$35.81	A	\$30.00	\$32.00
5,000	151.20	167.45	206.30	98.60	40.90	23.60	51.15	63.50	34.57	A	30.00	32.00
7,500	136.20	150.80	185.25	96.85	40.05	23.00	50.20	62.30	33.93	A	30.00	32.00
15,000	126.25	139.80	171.75	90.45	36.85	21.65	47.20	58.40	31.92	B	29.00	31.00
25,000	121.30	134.35	165.10	86.35	35.90	20.35	45.20	56.10	30.25	B	29.00	31.00
50,000	117.25	129.85	159.65	84.05	33.75	19.35	43.05	53.30	28.81	B	29.00	31.00
100,000	114.55	126.85	155.95	81.65	31.95	18.80	40.15	49.80	27.54	C	28.00	30.00
175,000	112.25	124.25	152.75	78.20	30.75	18.00	39.05	48.40	26.80	C	28.00	30.00
275,000	106.95	118.55	145.65	74.00	29.85	17.65	38.10	47.15	26.17	C	28.00	30.00
400,000	104.00	115.20	141.55	71.90	29.00	17.25	37.25	46.05	25.60	C	28.00	30.00

The following items apply to Dollar-Volume Agreements:

1. The full-run and zone group rates are the \$7,500 Yearly Dollar-Volume Agreement levels.
2. 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.
3. Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
4. **HOLIDAY RATE & DISTRIBUTION:** Certain holidays are designated as Bonus Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP and color rates will apply. Holiday Bonus Days: January 2, February 20, March 19, 26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25.

The only money spent with the Union-Tribune that does not count toward your Dollar-Volume Discount Agreement are miscellaneous charges for printing, postage, solo-mailing, transportation, split-runs, surcharges, etc.

The Benefits of Dollar-Volume Discount Agreements

You get a discount on Union-Tribune display advertising products based on the total net dollars you spend on all products combined. Whether you place your ads in full run or zone ROP, color or black and white, preprints or single-sheet inserts, the total of all these products combined is used to calculate the discount on your overall agreement. Every dollar you spend in any of our products, including SignOnSanDiego, counts toward your Dollar-Volume Discount Agreement with the Union-Tribune.

Your U-T San Diego account manager will help you take full advantage of every product we offer so you can target your audience with the message you choose on a schedule and budget that works for you.

FULL-RUN FREQUENCY PROGRAM

You qualify for our frequency discount program when your ad runs multiple times in the same calendar week (Sun. through Sat.).

Discount:

- 1st ad — regular price
- 2nd ad — 20% discount
- 3rd ad — 30% discount
- 4th & subsequent ads — 40% discount

Qualifiers:

- 6" minimum ad-size required.
- The same ad, without art or copy changes, must run the entire week.
- Ads running on Sunday are always full price.
- Discount opportunities also apply to color costs.

FULL-RUN FREQUENCY PROGRAM

You qualify for our frequency discount program when your ad runs in the same calendar week multiple times (Sunday through Saturday).

- 1st ad — regular price
- 2nd ad — **20% discount**
- 3rd ad — **30% discount**
- 4th and subsequent ads — **40% discount**

Qualifiers:

- 6-inch minimum ad-size required.
- The same ad, without art or copy changes, must run the entire week.
- Ads running on Sunday are always full price.
- Discount opportunities also apply to color costs.

Holiday Rate & Distribution:

Certain holidays are designated as Bonus Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP and color rates will apply.

Holiday Bonus Days: Sunday circulation quantities are in effect for January 2, February 20, March 19, 26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25

1st Ad

Regular Price



2nd Ad

20% off



3rd Ad

30% off



4th + Ads

40% off



RETAIL ZONE RATES

Central, East & South zones available Thursdays.

North Coastal & North Inland zones available Thursday, Saturday and Sunday.

Full North Zone available Thursday, Saturday and Sunday.

With zone sections, you can target your advertising to the area of the county most important to your business.

ZONE PICK-UP: REACH MORE PEOPLE, MORE OFTEN

Choose from these options:

1. Pick up your full-run ad in one or two of the U-T San Diego's six zones within the same calendar week.
2. Run your zone ad twice in one zone in the same week.
3. Pick up one zone ad into another zone within the same week. Full-zone ads can be picked up into North Coastal or Inland at a 50% discount. Coastal and Inland zones cannot be picked up into each other at a discount. With any option, you save 50% off your least expensive ad(s) picked up.



NORTH ZONE SPECIAL:

Purchase the entire North, North Coastal or North Inland zone.

ZONE GROUP RATE:

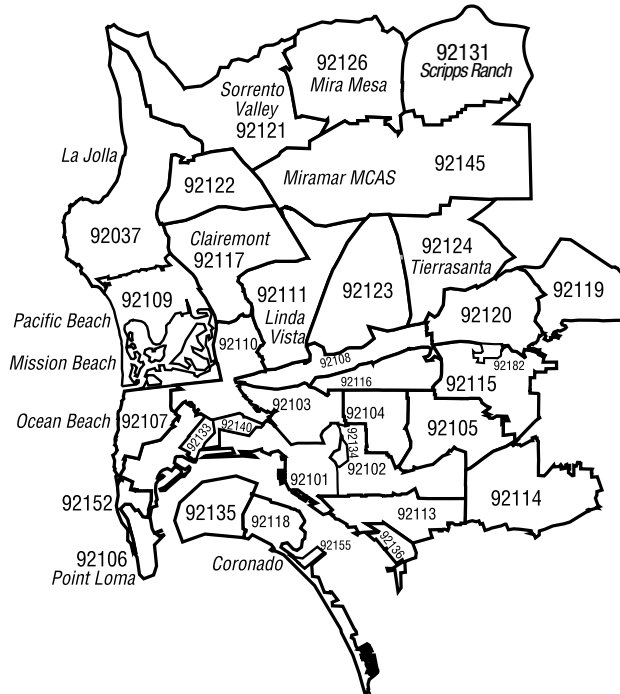
Special zone promotions may qualify for the zone group rate. See your account manager for details.

Zone Shopping Center Rate:

Shopping centers and their merchants qualify for the \$7,500 Yearly Dollar-Volume Discount Agreement rates when participating in pre-approved center-wide promotions.

CENTRAL ZONE

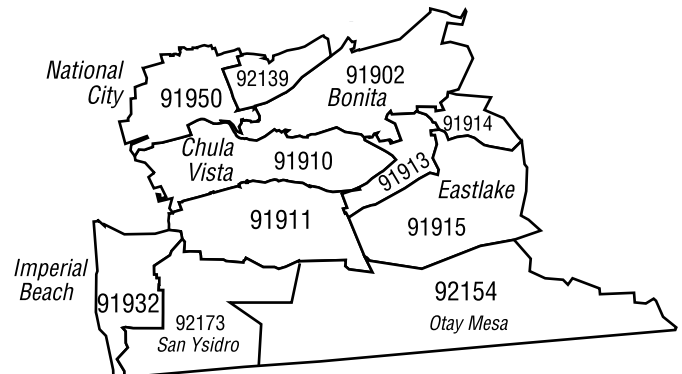
- 92037 LA JOLLA
- 92092 LA JOLLA
- 92093 UCSD
- 92101 DOWNTOWN
- 92102 GOLDEN HILL
- 92103 HILLCREST
- 92104 NORTH PARK
- 92105 CITY HEIGHTS
- 92106 POINT LOMA
- 92107 OCEAN BEACH
- 92108 MISSION VALLEY
- 92109 PACIFIC BEACH
- 92110 OLD TOWN
- 92111 LINDA VISTA
- 92113 LOGAN HEIGHTS
- 92114 ENCANTO
- 92115 COLLEGE GROVE
- 92116 NORMAL HEIGHTS
- 92117 CLAIREMONT
- 92118 CORONADO



- 92119 SAN CARLOS
- 92120 DEL CERRO
- 92121 SORRENTO VALLEY
- 92122 UNIVERSITY CITY
- 92123 SERRA MESA
- 92124 TIERRASANTA
- 92126 MIRA MESA
- 92131 SCRIPPS RANCH
- 92133 NAVAL TRAINING CTR.
- 92134 NAVAL HOSPITAL
- 92135 NAS NORTH ISLAND
- 92136 NAVAL STATION
- 92140 MCRD
- 92145 MCAS MIRAMAR
- 92147 FLEET ASW TRAINING CTR.
- 92152 NAVAL OCEAN CTR.
- 92155 AMPHIBIOUS BASE
- 92161 VA MEDICAL CTR.
- 92182 SDSU

SOUTH ZONE

- 91902 BONITA
- 91910 CHULA VISTA
- 91911 CHULA VISTA
- 91913 CHULA VISTA
- 91914 EASTLAKE
- 91915 EASTLAKE GREENS
- 91932 IMPERIAL BEACH
- 91950 NATIONAL CITY
- 92139 PARADISE HILLS
- 92154 OTAY MESA
- 92155 AMPHIBIOUS BASE
- 92173 SAN YSIDRO



Source: 2010 Scarborough Research, Release 1

ROP 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 Zones	595*	\$685*
North Inland or Coastal Zones	455*	n/a

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

*Includes both U-T San Diego and Enlace.

RETAIL GROUP RATES

Available for advertising in special sections or theme pages.

	MON-WED	THUR-SAT	SUNDAY
Rate	\$136.20	\$150.80	\$185.25

COLOR-BY-THE-INCH RATES

Full Run (12-inch minimum)	DAILY Mon-Wed	DAILY Thurs-Sat	SUNDAY
1 color	\$48.00	\$48.00	\$58.00
2 colors	75.00	75.00	91.00
3 colors	88.00	88.00	105.00

All Zones	DAILY Mon-Wed	DAILY Thurs-Sat	SUNDAY
1 Color	\$15.00	\$15.00	\$18.00
2 Colors	20.00	20.00	24.00
3 Colors	23.00	23.00	28.00

Minimum Color Charge for Zones

1 Color	\$125
2 Colors	175
3 Colors	225

North Zone rates include both U-T San Diego and Enlace.

PREPRINT PRODUCTS

2-page Broadsheet Wrap LCV (Local Community Values) - TMC Wrap

50# Flysheet U-TMC non-subscriber package on Fridays. Ask your account manager for more information.

TOPPERS

Top the daily home-delivered newspaper with your insert. Minimum quantity: 50,000. Contact your account manager for rates, availability, zones and deadlines.

PRINT PLUS

Let the U-T San Diego help you design and print your inserts. Contact your account manager for information regarding available paper stocks, colors, rates and deadlines.

DELIVERY INSTRUCTIONS:

For U-T San Diego, SDEExtra, Enlace and U-TMC distribution, ship material to:

**350 Camino De La Reina
Attn: Preprint Receiving
South Dock
San Diego, CA 92110-4007
(619) 293-1498
Hours: Monday-Friday 6 a.m. – 4 p.m.**

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

**La Bolsa Azul Receiving
10025 Siempre Viva Rd, Ste D
San Diego, CA 92154
(619) 661-2155
Hours: Monday-Friday, 7:30 a.m. to 4:30 p.m.
(Closed Saturdays, Sundays and holidays.)**

RETAIL PREPRINT GUIDELINES

■ Retail Preprint Guidelines

SCHEDULING: Please note that the number of preprints we distribute in each edition of the U-T San Diego 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.

SPECIFICATIONS:

Sizes: Minimum size: 5" x 7"

Single Sheets: Two-sided piece, unfolded

*Maximum size: 11" x 11" (for larger sizes, please call account manager)

Paper Stock:

• **Single sheet:**

70# bond offset (.005)

100# coated (.005)

• **Four-page tabloid:** 30# stock minimum

Preprints not meeting minimum specifications may be subject to additional handling charges.

Material Deadlines:

Sunday in-paper distribution: 10 days prior

Daily in-paper distribution:..... 7 days prior

U-TMC mail distribution:..... 7 days prior

Mexico distribution:..... 7 days prior

PACKING INSTRUCTIONS:

UT, SDEExtra and Enlace should be packaged separately. 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.

RETAIL PREPRINT RATES

Daily and Sunday Preprints (Inserted in the Union Tribune)

Wednesday through Sunday, you can send your preprints to the entire county, to specific ZIP codes, or sub-ZIP codes (MTZ) targeting. Ask your account manager for details.

	(CPM) OPEN DAILY	(CPM) OPEN SUNDAY	COST PER THOUSAND					
			A DAILY	A SUNDAY	B DAILY	B SUNDAY	C DAILY	C SUNDAY
Single Sheet (2 pages)	\$34.00	\$36.00	\$30.00	\$32.00	\$29.00	\$31.00	\$28.00	\$30.00
	Tab Pages	Std. Pages						
	4	2	\$37.00	\$40.00	\$34.00	\$37.00	\$32.00	\$35.00
	6		39.00	42.00	36.00	39.00	34.00	37.00
	8	4	49.00	52.00	46.00	49.00	44.00	47.00
	10		57.00	60.00	54.00	57.00	52.00	55.00
	12	6	60.00	63.00	57.00	60.00	54.00	57.00
	14		64.00	67.00	62.00	65.00	59.00	62.00
	16	8	68.00	71.00	64.00	67.00	61.00	64.00
	18		72.00	75.00	68.00	71.00	65.00	68.00
	20	10	75.00	78.00	71.00	74.00	68.00	71.00
	22		80.00	83.00	75.00	78.00	71.00	74.00
	24	12	83.50	86.50	77.50	80.50	72.50	75.50
	26		88.50	91.50	81.50	84.50	75.50	78.50
	28	14	93.50	96.50	85.50	88.50	78.50	81.50
	30		98.50	101.50	89.50	92.50	81.50	84.50
	32	16	103.50	106.50	93.50	96.50	84.50	87.50
	34		108.50	111.50	97.50	100.50	87.50	90.50
	36	18	113.50	116.50	101.50	104.50	90.50	93.50
	38		117.50	120.50	104.50	107.50	92.50	95.50
	40	20	122.50	125.50	108.50	111.50	95.50	98.50

For preprints with more pages than listed above, add the following per cpm for schedule indicated:

Schedule A) +\$5.00 per 2 tab pgs., +\$10.00 per 2 standard pgs.

Schedule B) +\$4.00 per 2 tab pgs., +\$8.00 per 2 standard pgs.

Schedule C) +\$3.00 per 2 tab pgs., +\$6.00 per 2 standard pgs.

Minimum quantity: Purchase of 10,000 per version; 30,000 per version in Sunday's paper. Ask your account manager for specific quantities.

Holiday Rate & Distribution:

Certain holidays are designated as Bonus Circulation Days, when Sunday subscribers receive our product. On these dates, **Sunday preprint quantities, Sunday ROP and color rates will apply.**

Holiday Bonus Days: Sunday circulation quantities are in effect January 2, February 20, March 19, 26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25

Full Run Preprint Distribution earns \$1.00 CPM discount off the above rates (excludes Single Sheets).

No distribution available on Monday or Tuesday.

RETAIL PREPRINT RATES

■ U-TMC (Direct Mail Non-Subscriber Program)

Every Friday, you can send your preprints to non-subscribers in the entire county or to specific ZIP codes, via carrier-delivered and U.S. Postal service. Just ask your account manager for details. Rates subject to change upon postal rate increase. Preprint weights are rounded up to the nearest .1 oz. (1/10).

Schedule:	WEIGHT	(CPM)
Single Sheet:	Less than .3 oz.	\$35.00*
Tab/Standard/Overweight single sheets		
Up to:	.3 oz	\$41.75
	.4 oz	43.00
	.5 oz	50.25
	.6 oz	53.25
	.7 oz	60.75
	.8 oz	65.50
	.9 oz	70.75
	1.0 oz	75.50
	1.1 oz	84.00
	1.2 oz	89.25
	1.3 oz	93.00
	1.4 oz	98.00
	1.5 oz	102.75
	1.6 oz	110.00
	1.7 oz	114.00
	1.8 oz	122.75
	1.9 oz	130.50
	2.0 oz	139.00

For additional weight over 2.0 oz., please contact your account manager.

*Agreement advertisers receive a \$4.00 discount off single sheet inserts only.

■ MTZ Program *Micro Target Zones*

Every Friday TMC and every Thursday and Sunday in the subscriber's portion, you can send your preprints to specific sub-ZIP code areas of San Diego County. This program will enable you to better target your customers. Ask your account manager for details.

Rate subject to change upon postal rate increase. \$6.50 per thousand surcharge.

■ Mexico Distribution

“LA BOLSA AZUL” (“THE BLUE BAG”)

Residents of Mexico spend an estimated \$4 billion each year in San Diego. Tap into that buying power with THE BLUE BAG: Every Friday, we deliver your inserts to 100,000 homes in Tijuana and 30,000 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

Single Sheet:	\$40.50 cpm
All other inserts:	73.50 cpm

Mexicali

Single Sheet:	\$42.50 cpm
All other inserts:	75.50 cpm

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

U-T NOTES

■ Make your message highly visible

U-T Notes are the easy, eye-catching way to make your ad stick out and have an impact. They can be delivered on all home-delivered papers on targeted days to the ZIP codes of your choice. They appear on the cover of U-T San Diego, and on Enlace (Spanish publication) front cover for Saturday delivery and select feature sections. Contact your sales representative for further information.

Cost includes design, manufacturing, shipping and application to newspaper.

Minimums: Monday-Saturday 10,000; Sunday 30,000.

Thanksgiving Day/Main News must be full run distribution

Size: 3" x 3". Orders of 10,000 require a primary and a secondary delivery date.

2012 Net Rates ■ U-T Main News/Enlacé ■ 3"x 3" size

Volume Thousands	1-2 Colors CPM	3 Colors CPM	4 Colors CPM	4 Process CPM
1-3 Times				
10,000	\$61	\$65	\$68	\$77
25,000	\$58	\$62	\$66	\$74
75,000	\$56	\$60	\$64	\$71
150,000	\$54	\$58	\$62	\$68
200,000	\$51	\$55	\$59	\$64
300,000	\$49	\$52	\$56	\$61
4-11 Times				
10,000	\$57	\$61	\$64	\$72
25,000	\$54	\$58	\$61	\$69
75,000	\$52	\$56	\$59	\$66
150,000	\$50	\$54	\$58	\$63
200,000	\$48	\$51	\$55	\$59
300,000	\$45	\$49	\$52	\$56
12+ Times				
10,000	\$54	\$58	\$61	\$68
25,000	\$51	\$55	\$58	\$65
75,000	\$49	\$53	\$56	\$62
150,000	\$47	\$51	\$54	\$60
200,000	\$46	\$48	\$52	\$56
300,000	\$43	\$45	\$49	\$53
Backside	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00

*4 Colors are spot colors, 4 Process are CMYK full color.

Deadline: Space & copy reservation is 19 days prior to run date.

Conditions: U-T Notes require a signed contract and are subject to all Union-Tribune advertising terms and conditions. U-T Notes are not available when a spadea is scheduled. Check with your sales representative.

Cancellation policy: Any U-T Note order cancelled after deadline is subject to a 50% fee. For delivery only U-T Notes, consult your sales representative for exact specifications.

*4 Colors are spot colors; *4 Process are CMYK full color.

**Holidays: Sunday circulation quantities are in effect for January 2, February 20, March 19, 26, May 28, July 2, September 3, October 8, November 6 & 22, 23 and December 25

■ **Feature section placement:** Thursday zones, N&D Street, sdExtra (CN, CS, S), Home & Garden, Food. 20% discount; based on availability. Advanced deadlines apply. Contact your sales representative for details.

■ **High-Impact Premium Products:** Booklets, magnets, versa cards and scratch & play also available. Contact sales representative for custom rate quote.

SPECIAL NEWS PAGES & SECTIONS

	DAY OF WEEK
Main News	Daily & Sunday
Our Region	Daily & Sunday
Business	Daily & Sunday
Sports	Daily & Sunday
Classifieds	Daily & Sunday
Weather Page	Daily & Sunday
Health	Tuesday
Quest	Monday
Food	Wednesday
Night&Day (entertainment tab)	Thursday
Night&Day (weekend)	Friday
Central Zone	Thursday
East Zone	Thursday
North Zones (coastal and inland)	Thurs., Sat. & Sun.
South Zone	Thurs.
Home & Garden	Saturday
RPM Automotive (full run and north zone)	Friday
Wheels (full run and north zone)	Saturday
The Arts	Sunday
Comics (color)	Sunday
New Homes	Saturday
Real Estate/Rentals	Sunday
Dialogue/Book Review	Sunday
Parade	Sunday
Travel	Sunday

UTSANDIEGO

UTSanDiego.com by the U-T San Diego is an award-winning news, entertainment and classifieds Website 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, Careers, Real Estate, and Auto listings round out the offerings, making UTSanDiego.com the definitive online resource for San Diego County Residents.

UTSanDiego.com currently receives almost 30 million page views and more than 4 million unique visitors each month making UTSanDiego the #1 local resource for web advertisement. For more information contact your account manager or Karin Doty at (619) 718-5228.

Source: Anamatrix, January 2011

FEATURE EDITIONS CALENDAR

JANUARY

PGA Golf/Farmers Invitational

FEBRUARY

Chelsea's 5K Run
Super Bowl
Successful Aging Expo

MARCH

Dining in Review Magazine
National Doctor's Day
Summer Camps I
Spring Arts Preview

APRIL

Baseball Preview
Golf Fest
Pet Expo
Spring Home Improvement
Summer Camps 2

MAY

Nurse's Week
Passport
San Diego's Best Ballot
Summer Camps 3

JULY

Comic Con
Mercury Women's Tennis Tournament
Salute To Nurses

AUGUST

Fall Arts Preview
San Diego's Best Winners

SEPTEMBER

College Prep
Disaster Preparedness
NFL Football Preview

OCTOBER

Eldercare Guide
Kids' News Day
Night&Day Dining Guide
Pet Expo
Susan G. Koman
Race for the Cure

NOVEMBER

Holiday Gift Guide

DECEMBER

San Diego International
Auto Show

***Most feature editions will also publish on UTSanDiego.com.**

See your account manager for details.

Schedule subject to change.

THEME PAGES

Capture the attention of readers by appealing to their special interests. Theme pages allow you to speak to a select group of readers — each page focuses on a specific topic and flags readers with its bold banner. Our theme pages include:

• **Page Fore • Par For The Course**

If you have a specific promotional need, we can work with you to create a theme page. Just ask your account manager.

■ **Theme Page Discount Rates**

Discounts are available with a signed theme-page agreement:

- 6 issues = 5% off; 12 issues = 10% off;
- 24 issues = 15% off; 48 issues = 20% off.

GETAWAYS

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

	Cost Per Column Inch California/Mexico
Open Rate	\$165.00
Runs 6 times	143.00
Runs 12 times	135.35
Runs 24 times	126.65
Runs 50 times	116.85

DIRECTORIES

If you have questions regarding Perfect Wedding, Business & Professional Services or Religious Services Directories, please call Zach Manuel at (619) 293-2103. For Home Services Directories, call (619) 293-2569.

■ **Business & Professional Services Directory**

Runs the 1st & 3rd Tuesday of each month.

■ **Religious Services Directory**

Runs every Saturday

BOOK REVIEWS

In the paper every Sunday and includes reviews on bestsellers, children's reading and book-related articles. Contact your account manager for details.

SHOPPING CENTER RATES

	Mon-Wed	Thur-Sat	Sunday
Cost per column inch	\$136.20	\$150.80	\$185.25

These are full-run shopping center rates

GUARANTEED POSITIONS

Know exactly where your ad will run. Contact your account manager for more information on guaranteed positions.

■ **Island advertising**

- **Financial** — Stock Exchange Highlights page, every Tuesday through Friday.
Size available: 3 col. x 10-1/2", 25% premium.
- **Travel section** — Back page every Sunday.
Full-color capability. 4 col. x 10-1/2" minimum, 4 col. x 15" maximum, 20% premium.

■ **Page A-2**

By reservation only. Commissionable premium: add \$25 per column inch Thursday through Sunday. Add \$10 per column inch Monday through Wednesday. Check for availability of sizes and guidelines.

■ **Box score page in Sports**

Daily (6 col. x 1").

■ **Comics/Spadeas/Fly Sheets/Gatefolds**

See page 19 for complete descriptions.

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 Tues.	4 p.m. Mon.	Noon Thurs.	4 p.m. Thurs.
THE ARTS/ENT.	Sun.	Noon Tues.	4 p.m. Tues.	Noon Thurs.	4 p.m. Thurs.
REAL ESTATE TAB	Sun.	4 p.m. Wed.	11 a.m. Tues.	4 p.m. Thurs.	Noon Fri.
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 Thurs.	4 p.m. Thurs.
TV WEEK	Sun.	**Noon Thurs.	**4 p.m. Thurs.	**Noon Fri.	**4 p.m. Fri.
NORTH ZONE	Sun.	Noon Wed.	4 p.m. Wed.	Noon Fri.	4 p.m. Fri.

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.
NORTH, CENTRAL, EAST, SOUTH ZONE	Thur.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
NORTH ZONE	Sat.	Noon Wed.	4 p.m. Wed.	Noon Thurs.	4 p.m. Thurs.
NEW HOMES	Sat.	4 p.m. Mon.	11 a.m. *Thurs.	Noon Wed.	4 p.m. Wed.
ENLACE	Sat.	4 p.m. Mon.	Noon Mon.	4 p.m. Tues.	Noon Wed.

*Denotes one week prior to publication date.

**Denotes two weeks prior to publication date.

MULTI-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 Tues.	4 p.m. **Thurs.	Noon Wed.	4 p.m. Wed.
THE ARTS/ENT.	Sun.	Noon Tues.	4 p.m. **Fri.	Noon Wed.	4 p.m. Wed.
CURRENTS/PASSAGES	Sun.	Noon Tues.	4 p.m. **Thurs.	Noon Wed.	4 p.m. Wed.
REAL ESTATE TAB	Sun.	Noon Tues.	4 p.m. **Fri.	4 p.m. Wed	Noon Thurs.
MAIN NEWS	Sun.	Noon Wed.	4 p.m. Tues.	Noon Thurs.	4 p.m. Thurs.
CLASSIFIED	Sun.	Noon Wed.	4 p.m. Tues.	Noon Thurs.	4 p.m. Thurs.
BOOK REVIEWS	Sun.	Noon Wed.	4 p.m. **Fri.	Noon Thurs.	4 p.m. Thurs.
NORTH ZONE	Sun.	Noon Wed.	4 p.m. Wed	Noon Thurs.	4 p.m. Thurs.

MONDAY THROUGH SATURDAY

Section	Publication Day	Ads Requiring Special Creative Deadline	Space-Reservation Deadline	Digital Output Deadline	Proof-Return Deadline
ANY	Mon.	Noon Wed.	4 p.m. Tues.	Noon Thurs.	4 p.m. Thurs.
ANY	Tues.	Noon Wed.	4 p.m. Wed.	Noon Thur.	4 p.m. Thur.
HEALTH	Tues.	Noon Wed.	4 p.m. Wed.	Noon Thur.	4 p.m. Thur.
ANY	Wed.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.	2 p.m. Fri.
FOOD	Wed.	10 a.m. Wed.	4 p.m. Wed.	Noon Thurs.	4 p.m. Thurs.
ANY	Thurs.	Noon Fri.	4 p.m. Fri.	Noon Mon.	4 p.m. Mon.
NIGHT&DAY	Thurs.	Noon Fri.	4 p.m. Fri.	Noon Mon.	4 p.m. Mon.
ANY	Fri.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
ANY	Sat.	Noon Tues.	4 p.m. Tues.	Noon Wed.	4 p.m. Wed.
NORTH, CENTRAL, EAST, SOUTH ZONE	Thurs.	Noon Mon.	4 p.m. Mon.	Noon Tues.	4 p.m. Tues.
NEW HOMES	Sat.	4 p.m. Mon.	11 a.m. *Wed.	Noon Tues.	4 p.m. Tues.
ENLACE	Sat.	*4 p.m. Fri.	Noon Mon.	5 p.m Mon.	4 p.m Tues.
VIDA LATINA	Fri.	***5 p.m. Wed	***5 p.m. Wed	◆ 5 p.m Thur.	† 5 p.m Fri.

*Denotes one week prior to publication date.
 **Denotes two weeks prior to publication date.
 ***Denotes nine days prior to publication date.
 ◆ Denotes eight days prior to publication date.
 † Denotes seven days prior to publication date.

MECHANICAL MEASUREMENTS

STANDARD-PAGE COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	17.61 inches
11 columns	19.30 inches
12 columns	21 inches

BUTTED FACING PAGES GUIDELINES:

4, 5 or 6 columns with a minimum of 10 1/2"

TABLOID PAGE COLUMN-WIDTHS

1 column	1.53 Inches
2 columns	3.22 Inches
3 columns	4.92 Inches
4 columns	6.61 Inches
5 columns	8.31 Inches
Tabloid full-page (6 columns)	10" x 10"
Tabloid double-truck (includes 1.44" gutter)	21" x 10"

ENLACE COLUMN WIDTHS

(A Spanish-language publication)

Use standard page column-widths.

ROP MINIMUM DEPTH REQUIREMENTS

1 column x 1 inch	5 columns x 7 inches
2 columns x 1 inch	6 columns x 7 inches
3 columns x 3 inches	6 columns x 4 inches
4 columns x 4 inches	(Financial section only)

NOTE: Standard-page ads beyond the depth of 20" will be billed at the full-page depth of 21.5".

DIGITAL AD GUIDELINES

Guidelines to produce and send digital ads are available online at: www.utads.com. Prior to submitting any ads to the U-T San Diego, 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 U-T San Diego. AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account manager for details.

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 at: 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%; 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.

THEATER RATES

ROP COLUMN-INCH RATE	DAILY	SUNDAY
OPEN RATE	\$250.00	\$307.00
YEARLY DOLLAR-VOLUME AGREEMENTS	DAILY	SUNDAY
\$25,000	\$158.45	\$185.00
50,000	144.65	170.95
100,000	138.55	163.05
250,000	132.70	157.05
500,000	125.80	148.30

ENTERTAINMENT / NIGHT&DAY

Entertainment advertising runs in our Calendar section every day and is also available in zoned editions. On Thursdays, the entertainment section is in a stand-alone tabloid format called Night & Day. Contact Jody Vanden Heuvel at (619) 293-1400 for rate information.

LEGAL RATES

Rates apply to legal format only — classified 10-column width. Positioning is within the Classifieds section. Classified display deadlines apply to both single and multi-column advertising. Rates are per line, per day.

OPEN RATE		DAILY	SUNDAY
Cost Per Line	Local Open	\$3.19	\$4.22
Cost Per Line	National Open	\$4.05	\$5.25

NON-PROFIT RATES

ELIGIBILITY REQUIREMENTS: Non-profit rates are reserved for bonafide non-profit organizations. To establish eligibility, the organization must make a written request to the advertising manager, describing the nature of the organization and the function to be advertised. Please include the government approved form for non-profit status.

Local non-profit rate	MON-WED	THUR-SAT	SUNDAY
Cost Per Column Inch	\$126.25	\$139.80	\$171.75

POLITICAL AND ADVOCACY RATES

Federal and state regulations apply to political and advocacy advertisements. The words "Paid Political Advertisement" will appear directly above each ad on every other column, in agate-size type. Pre-payment is required for your ad using the non-commissionable daily rate of \$151.20 Mon.-Wed., \$167.45 Thur.-Sat., and \$206.30 Sunday. Federal, State & PAC advertising qualifies for special National Rate. Call 619.293.1487

PREPRINTED PAPER BAGS

Rates for the paper bag are based on the open rate or your Dollar-Volume Discount Agreement rate and are determined by the size of the bag. Please submit a sample to your account manager for a price quote.

PREPRINTED POLYBAGS

Single retail advertiser distribution rate	DAILY	SUNDAY
Cost Per Thousand	\$67.00	\$73.00

PRODUCT SAMPLES

Since product samples may vary greatly in size and weight, please contact your account manager or call (619) 293-1573 for a price quote.

RELIGIOUS RATES

RELIGIOUS SERVICES DIRECTORY	SATURDAY		
Cost Per Column Inch	\$158.50		
LOCAL RELIGIOUS RATE	MON-WED	THUR-SAT	SUNDAY
Cost Per Column Inch	\$102.20	\$112.00	\$138.20

RESTAURANTS

If you wish to place a restaurant advertisement in San Diego's premier vehicle for restaurants and reviews, contact your account manager or Doug Verkaaik at (619)-293-1584 for rates and details.

SUNDAY COMICS

The Sunday Comics are one of the newspaper's best-read sections. Additional charges will be imposed on ads cancelled with less than three weeks' notice. Advanced deadlines apply.

FLY SHEET

This free-standing, full-page sheet is inserted in the Comics so it jumps out at readers as they turn the page. Ad space is available on both sides. Please call your account manager for rates and details.

COMICS RESERVATIONS: 30 days prior to publication.

COPY & MATERIAL: 27 days prior to publication date. If you need color separations, please allow an additional 24 hours. Shorter lead schedules may be available when negatives are supplied.

SPADEA

It's essentially a fly sheet folded lengthwise and wrapped around the left edge of the Sunday Comics. Printed offset, in advance. Contact your account manager for rates and details.

SIZE: 240 column inches

PREFERRED MATERIAL: Progressive repro proofs. 85--to-100-line screens. For full-color material: film negatives, right-reading emulsion-side down. Matte finish. Background screens should not exceed 25%, if type is intended to overprint. Please provide color proofs if possible.

GATEFOLD

It's an attached, two-sided, 3 column x 20" extension of the page that folds out from the right side of the Comics. Contact your account manager for availability and rates.

SIZE: 120 column inches (half of a spadea)

PREFERRED MATERIAL: Same as for a spadea.

ENLACE

Weekly Spanish-language publication

■ Enlace Retail Rates

	Cost Per Col.	Inch	PREPRINT	SINGLE
	ROP RATES	SCHEDULE	SHEET RATES	
Non-Agreement	\$37.40	A	\$33.00	
\$2,500	31.05	A	29.00	
5,000	28.60	A	29.00	
15,000	26.75	A	29.00	
25,000	23.65	B	28.00	
100,000	22.40	B	28.00	
175,000	21.20	C	27.00	
275,000	19.95	C	27.00	

Contract levels not shown above qualify for the next smallest commitment level.

■ Pick-up Rates

Repeat your Union-Tribune ad in Enlace within 10 days at your agreement rate or a 30% discount on the Enlace Open Rate, whichever is lower. The 30% discount also applies to color charges.

■ ROP Color Rates

One color	\$340.00
Two colors	500.00
Four colors	575.00

Enlace provides professional Spanish-language advertising layout and design, including translations, at no additional cost.

■ Enlace Preprint Rates

	(Cost Per Thousand)		
	A Schedule	B Schedule	C Schedule
4-Page Tab	\$36.50	\$33.50	\$31.50
6-Page Tab	38.50	35.50	33.50
8-Page Tab	48.50	45.50	43.50
10-Page Tab	56.50	53.50	51.50
12-Page Tab	59.50	56.50	53.50
14-Page Tab	63.00	61.00	58.00
16-Page Tab	67.00	63.00	60.00
18-Page Tab	71.00	67.00	64.00
20-Page Tab	74.00	70.00	67.00

Standard = 2 X tab page count (i.e. 6-page standard = 12-page tab). For preprint with more pages than listed above, add the following per cpm for schedule indicated.

Schedule A) +\$5 per 2 tab pages

Schedule B) +\$4 per 2 tab pages

Schedule C) +\$3 per 2 tab pages

■ Enlace Extra

Extend your reach into 100,000 Tijuana homes with Enlace Extra – entertainment-oriented features, local stories and listings for movies, live music, art and family events in San Diego and Tijuana

Front Page	(6 col. x 20.5") - \$2,500 (for 52x commitment)
Back Page	(6 col. x 21.5") - \$2,300 (for 52x commitment)
Inside Ads	\$25 per column inch

Receive a 10% discount for 4x consecutive run of same size ad

Receive a 15% discount for 13x consecutive run of same size ad

Receive a 20% discount for 26x consecutive run of same size ad

Receive a 25% discount for 52x commitment of same size ad

Space reservation: Noon, Mon., 11 days prior to distribution date
 Proof return/Camera-ready deadline: Noon, Tues., 10 days prior to distribution date. Distribution: Every Friday

■ Enlace Charity/Non-Profit Rate

Non-profit rates are reserved for organizations with government approved non-profit status.

Cost Per Column Inch	\$19.25
----------------------	---------

■ Enlace Ad Dimensions

STANDARD-PAGE COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	17.61 inches
11 columns	19.30 inches
12 columns	21.00 inches

■ Deadlines

Space reservation deadline is Monday at noon, 5 working days prior to publication date. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

■ Cancellations

Display Ads: 12:00 noon PST, Monday prior to publication.

■ Delivering Materials

There are a variety of ways to deliver ads to the U-T San Diego. 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 at: 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%; 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.

VIDA LATINA SAN DIEGO

Weekly Spanish-language publication

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

■ DISPLAY AD RATES

All Prices include FULL COLOR

SIZE	OPEN	6X	13X	26X	52X
Full Page	\$770.00	\$670.00	\$620.00	\$570.00	\$520.00
1/2 Page	\$555.00	\$455.00	\$405.00	\$355.00	\$290.00
1/4 Page	\$400.00	\$300.00	\$260.00	\$220.00	\$180.00
1/8 Page	\$295.00	\$195.00	\$165.00	\$135.00	\$105.00

Gloss Page Rates

Back Cover	\$2,500
Front of Mag.	\$1200
Back of Mag.	\$1000

Fiestas / Servicios

Includes FULL 4 COLOR
1/12 page \$55 per week

Vida Latina Super Size Special

Pay 4 weeks in advance and Super Size your Ad
DOUBLE THE SIZE AT NO CHARGE*

Retail Combo Vida Latina San Diego / Enlace Combo Buy

Full page - Vida Latina San Diego
40 col / inch FULL 4 COLOR ad in Enlace
Full / 40 Combo: \$1,970

■ 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 20% 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.

■ 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

■ 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

U-T 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.

U-T 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 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 7 major retail/service categories in order to give you a perspective of San Diego market share by category.

• Targeting by ZIP Code, Sub ZIP or Household Level

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 customer 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.

• PRIZM

Classifies every U.S. household into one of 66 consumer segments based on the household's purchasing preferences. PRIZM enables marketers to create a complex portrait of their customers by answering their important questions:

- Who are my targets?
- What are they like?
- Where can I find them?
- How can I reach them?

• 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 U-T San Diego 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.

• Nielsen, Inc.

Nielsen provides our research team with national and local geography based data (census/demos, market potential indices, consumer expenditures), business data, as well as our market's advertisers media spends and media shares.

• Research and Analysis of Media (RAM)

RAM is a unique research system that measures how advertisements and articles are read and understood. With our online research panel of U-T readers, RAM gives our research group the ability to analyze the performance and effectiveness of any ad for our advertisers.

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.

DISPATCH

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