

2008 **Classified General Advertising**

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Rate book #40
RATES EFFECTIVE JANUARY 1, 2008

CONTACT

MAILING ADDRESS:

Classified Advertising Department
Union-Tribune Publishing Company
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@uniontrib.com

ONLINE NEWSPAPER:

www.signonsandiego.com

ONLINE ADVERTISING INFORMATION:

www.utads.com

GO ONLINE TO PLACE A CLASSIFIED AD:

www.sdmarketplace.com

TELEPHONE NUMBERS

| | |
|-------------------------------------|----------------------------|
| Classified Advertising | (866) 411-4140 |
| Local Automotive Advertising..... | (619) 293-1538 |
| Circulation | (619) 299-4141 |
| Customer Service | (619) 293-2385 |
| Legal Advertising | (619) 293-1425 |
| E-mail:..... | legalnotices@uniontrib.com |
| National Automotive | (619) 293-1464 |
| National Recruitment | (619) 293-1481 |
| Real Estate/Rental Advertising..... | (619) 293-1558 |
| Dispatch | (619) 293-1680 |

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 6 p.m.
Closed Saturdays, Sundays and major holidays

BRANCH OFFICE/BUSINESS COUNTER HOURS:

Monday through Friday, 8:30 a.m. to 5 p.m.

- Mission Valley:** 350 Camino de la Reina..... (619) 299-3131
- Chula Vista:** 678 Third Avenue, Suite 100..... (619) 498-6610
- El Cajon:** 141 N. Magnolia #101

THE SAN DIEGO UNION-TRIBUNE:

Published seven days a week.

ADJUDICATION:

The San Diego Union-Tribune.
Court Decree 169895. Est. 1868
A division of The Copley Press, Inc.
State of Illinois, February 17, 1928

WHO'S WHO AT THE UNION-TRIBUNE

PUBLISHER

David Copley

PRESIDENT AND CEO

Gene Bell

ADVERTISING DIRECTOR

Scott T. Whitley (619) 293-1500
scott.whitley@uniontrib.com

CLASSIFIED DIRECTOR

Dexter La Pierre (619) 293-1461
dexter.lapierre@uniontrib.com

SALES MANAGERS:

Automotive

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

Employment

Janice Rosborough..... (619) 293-1466
janice.rosborough@uniontrib.com

Gregg Senoff..... (619) 293-1413
gregg.senoff@uniontrib.com

Real Estate

Gerry Winkleman (619) 293-1478
gerry.winkleman@uniontrib.com

Resale and Rental Real Estate

Larry Nash (619) 293-2542
larry.nash@uniontrib.com

Call Center Manager

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

NATIONAL REPRESENTATIVES

LANDON MEDIA GROUP

NEW YORK (CORPORATE)
805 Third Avenue (12th Floor)
New York, NY 10017
PH: (212) 826-1113
FAX: (212) 832-8802

www.landonmedia.com

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 Classified Advertising Executives (CCAEE)
- California Newspaper Advertising Executives Association (CNAEA)
- California Newspaper Publishers Association (CNPA)
- East San Diego County Board of Realtors
- Fair Housing Council
- Greater San Diego Chamber of Commerce
- Hispanic Chamber of Commerce
- Institute of Real Estate Management (IREM)
- International Newspaper Marketing Association (INMA)
- Metropolitan Sunday Newspapers, Inc.
- Sunday Magazine Bureau
 - Metro Comics
 - National Four-Color Newspaper Network
- National Human Resources Association
- National Newspaper Network (NNN)
- New Car Dealers Association (NCDA)
- Newspaper Association of America (NAA)
- Newspapers First Big & Easy Network
- Newspaper Special Section Network (NSSN)
- North San Diego County Association of Realtors (NSDCAR)
- Pacific Southwest Association of Realtors (PSAR)
- San Diego Apartment Association (SDAA)
- San Diego Association of Realtors (SDAR)
- San Diego County Funeral Director's Association (SDCFDA)
- Smart-Circ of America
- The Newspaper Network, Inc. (TNN)
- Tribune Media Services, Inc.
- Western Classified Advertising Association (WCAA)
- Women's Council of Realtors (WCR)

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 Union-Tribune 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.

The Union-Tribune Publishing Co. and its parent company and subsidiaries (the "Union-Tribune") 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 the Union-Tribune of any errors, omissions or failure to run the ad. The Union-Tribune 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. The Union-Tribune reserves the right to request changes to ad copy and to properly classify each ad. The Union-Tribune 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. The San Diego Union-Tribune 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 the eight Southern California counties: San Diego, Imperial, Orange, Los-Angeles, Riverside, San Bernadino, Ventura and Santa-Barbara. (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.

90-DAY AGREEMENT RATES

We calculate three-month agreement rates (90 consecutive days) on a per-line, per-day basis. Minimum charges are calculated at the agreement rate. Some restrictions apply.

NATIONAL RATES

These apply to classified ads from outside the eight Southern California counties: San Diego, Imperial, Orange, Los Angeles, Riverside, San Bernadino, Ventura and Santa Barbara. Commissionable to recognized advertising agencies. Minimum ad space: 3 lines.

BLACK & WHITE RATES

All advertising, including classified display, is billed to the nearest agate line unless otherwise noted. (Agate is a size of type that is approximately 5.1 points in height.)

OPEN RATES

Local Rates

(Excluding Employment, Rental and Real Estate advertisers.) 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

(Excluding Employment, Rental and Real Estate advertisers.) Three-month agreement rates (90 consecutive days). Rates are per line, per day. Some restrictions apply. **Minimum ad space: 3 lines.**

| Consecutive Insertions | Cost Per Line DAILY | Cost Per Line SUNDAY |
|------------------------|---------------------|----------------------|
| 3 lines | \$6.50 | \$8.11 |
| 8 lines | 6.27 | 7.83 |

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 | 7.31 |

Private Party 3-Day Offer (Non-commercial)

Turn those unwanted items into cash. For occasional, non-business advertising.

| Total Value of Items Advertised | 3 Lines/3 Days | Each Additional Line |
|---------------------------------|----------------|----------------------|
| Up to \$500/flat fee | \$9.00 | \$3.00 |

Garage Sale (Non-commercial)

| | 4 Lines/2 days | 4 Lines/3 days | Each Additional Line |
|--------------------------------------|----------------|----------------|----------------------|
| Must include address in ad/flat rate | \$17.00 | \$25.00 | \$5.00 |

FastSell (Non-commercial)

Advertise everything from merchandise to autos, boats and planes. Private parties only.

| | 3 Lines/10 days | Each Additional Line |
|-----------|-----------------|----------------------|
| Flat Rate | \$30.00 | \$5.00 |

North County Zone Classifieds

For additional exposure and coverage pick up your ad in our North County Classified editions. **Minimum ad space: 3 lines.**

| Must also run in full-run Classifieds | Cost Per Line |
|---------------------------------------|----------------|
| Private Party | \$0.70 per day |

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.**

| Must also run in full-run Classifieds | Cost Per Line |
|---------------------------------------|----------------|
| | \$1.11 per day |

National Rates

(Excluding Employment, Rental and Real Estate advertisers.) Applies to classified advertising from outside the eight Southern California counties: San Diego, Imperial, Orange, Los Angeles, Riverside, San Bernadino, Ventura and Santa Barbara. 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 |

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 |

■ Theme Pages

These are bannered pages with advertisers grouped together. Advertisers participating in pages appearing multiple times in a 12-month agreement period qualify for these discounts:

| | |
|-------------|--------------|
| 5 times | 10% discount |
| 10-12 times | 20% discount |

■ Employment Theme Pages

| | Cost Per Line DAILY | Cost Per Line SUNDAY |
|--|------------------------|-------------------------|
| | \$6.95 | \$12.11 |

■ Resale Real Estate and All Other Commercial Advertisers

| | Cost Per Line DAILY | Cost Per Line SUNDAY |
|--|------------------------|-------------------------|
| | \$5.91 | \$7.60 |

■ Real Estate Rental Advertisers

| | Cost Per Line DAILY | Cost Per Line SUNDAY |
|--|------------------------|-------------------------|
| | \$5.62 | \$7.10 |

■ 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 5-point body copy, set solid. Classified column ads are approximately 24 characters per line. Positioning is within the Classified section.

| | 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 |

For more information, please contact the **Legal Advertising desk** at:

(619) 293-1460

FAX: (619) 260-5035

E-mail: legalnotices@uniontrib.com

Mailing Address:

The San Diego Union-Tribune
Legal Advertising
P.O. Box 120191
San Diego, CA 92112-0191

Physical Address:

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

■ Display ROP

Rates apply to display format only – ROP 6-column width. Column width: 1.78 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 THURS-SAT 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.

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 | \$7.75 |
|------------------------|--------|

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* | |

***Includes both Union-Tribune and Today's Local News distribution.**

PREPRINT PRODUCTS

LCV (LOCAL COMMUNITY VALUES)

Full color, 4-page, multi-advertiser insert that wraps U-TMC non-subscriber package on Fridays, and is delivered to U-T subscribers on Thursdays. 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 Union-Tribune help you design and print your inserts. Contact your account manager for information regarding available paper stocks, colors, rates and deadlines.

RETAIL 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.

SPECIFICATIONS:

• Sizes:

Single Sheets:

Two-sided piece, unfolded

Minimum size: 5" x 7"

*Maximum size: 11" x 12"

(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

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

Hours: Monday-Friday 6 a.m. – 3 p.m.

Saturday 7 a.m. – noon.

(Closed Sunday.)

Call for an appointment: (626) 472-5222

- 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.)

- For **Today's Local News**

Today's Local News inserts must be shipped as follows:

For Wednesday-Sunday preprint delivery dates, inserts must ship directly to:

Union-Tribune

5260 Anna Avenue,

San Diego, CA 92110

(619) 293-1468

Hours: Monday-Friday, 6 a.m. to 4 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. Small deliveries can be boxed.

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.

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.

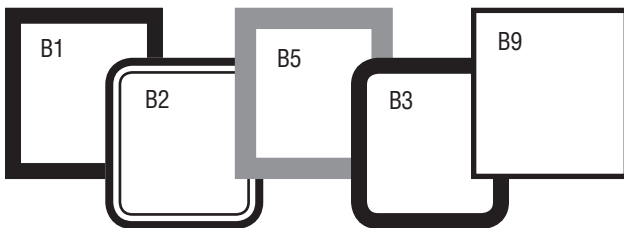
LOGOS & GENERIC ART

- 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 (MINIMUM 10 LINES)

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 response like you've never had before. For rates and details, just ask your account manager.

Border Options:



SIGNONSANDIEGO

(www.SignOnSanDiego.com)

SignOnSanDiego.com by the Union-Tribune 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 SignOnSanDiego.com the definitive online resource for San Diego County Residents.

SignOnSanDiego.com currently receives almost 37 million page views and more than 3.3 million unique visitors each month making SignOnSanDiego the #1 local resource for web advertisement. For more information contact your account manager.

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 Union-Tribune 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 | \$17.50 |
| Legal advertisements | first one free |

AD SITTERS

Instead of using your company (or home) phone number in your classified ad, ask for Ad Sitters answering service. Representatives will take messages for you, so you won't be interrupted throughout the day, and you can check messages 24 hours a day. Available at the following extra cost:

| | |
|---|------|
| Each run of 3 days or less | \$22 |
| Each run of 4 to 7 days | 25 |
| Help Wanted classifications for each run of 1 to 7 days | 63 |

REMOTE ENTRY

You can schedule and typeset single-column ads directly from your personal computer and telephone modem into our Classified database system. Not only is it convenient, you get a 10¢ per-line, per-day discount off your regular rate. If you have a space agreement, your deadline is extended to 11 a.m. daily for next-day publication; 4 p.m. Friday for Sunday and Monday publication. For more information, call (619) 293-2070.

900 TELEPHONE NUMBER MONITORING FEE

Advertisements containing 900 telephone numbers are charged a \$27.50 monitoring fee per each 7-day run in addition to the cost of the ad.

MECHANICAL MEASUREMENTS

CLASSIFIED COLUMN WIDTHS

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

| Column | Inches | Picas |
|--------|--------|-----------|
| 1 | 1.10 | 6p 7pts. |
| 2 | 2.26 | 13p 6pts. |
| 3 | 3.41 | 20p 6pts. |
| 4 | 4.57 | 27p 4pts. |
| 5 | 5.72 | 34p 4pts. |
| 6 | 6.88 | 41p 3pts. |
| 7 | 8.03 | 48p 2pts. |
| 8 | 9.19 | 55p 2pts. |
| 9 | 10.34 | 62p 1pts. |
| 10 | 11.50 | 69p 0pts. |

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 1.10". 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 |
|------------|------------|
| 2 | 3 |
| 2 | 4 |
| 3 | 4 |
| 3 | 5 |
| 4 | 6 |
| 5 | 8 |
| 6 | 8 |
| 8 | 12 |
| 12 | 18 |
| 15 | 21 |
| 17 | 23 |

For
Sale
Your
Home
Trucks
Cars and
Furniture
Advertise in

The Union-Tribune
Whatever you want you'll
find. So give us a call now

| Type Size | Number of Agate Lines Used |
|-----------|----------------------------|
| 60 | 14 |
| 50 | 12 |
| 40 | 10 |
| 35 | 8 |
| 30 | 7 |
| 22 | 6 |
| 20 | 5 |
| 14 | 4 |
| 10 | 3 |
| 8 | 2 |
| 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 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 can be answered by our Color Lab at (619) 293-1671.

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 | 7 p.m. Friday** | 4 p.m. Friday | 4 p.m. Friday |
| Monday | 7 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 7:00 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.

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 **Thurs. | 4 p.m. **Thurs. | Noon **Fri. | 4 p.m. **Fri. |
| THE ARTS/ENT. | Sun. | Noon **Fri. | 4 p.m. **Fri. | Noon *Mon. | 4 p.m. *Mon. |
| CURRENTS/PASSAGES | Sun. | Noon **Thurs. | 4 p.m. **Thurs. | Noon **Fri. | 4 p.m. **Fri. |
| HOME/HOMESCAPE | Sun. | Noon **Fri. | 4 p.m. **Fri. | Noon *Tues. | 4 p.m. *Tues. |
| MAIN NEWS | Sun. | Noon Tues. | 4 p.m. Tues. | Noon Wed. | 4 p.m. Wed. |
| CLASSIFIED | Sun. | Noon Tues. | 4 p.m. Tues. | Noon Wed. | 4 p.m. Wed. |
| BOOK REVIEWS | Sun. | Noon **Fri. | 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 Tues. | 4 p.m. Tues. | Noon Wed. | 4 p.m. Wed. |
| 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. |
| CHANGE OF ADDRESS | Sat. | 4 p.m. *Wed. | 11 a.m. *Wed. | Noon *Fri. | 4 p.m. *Fri. |

*Denotes one week prior to publication date.

**Denotes two weeks prior to publication date.

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

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.

MARKET RESEARCH

The Union-Tribune 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.

UNION-TRIBUNE 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 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.

- **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.