



2008 General Rate Book

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Rate book #40

RATES EFFECTIVE JANUARY 1, 2008

UNION-TRIBUNE PUBLISHING COMPANY

Mailing address:

Union-Tribune Publishing Company
P.O. Box 120191
San Diego, CA 92112-0191

Street address:

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

Online newspaper:

www.signonsandiego.com

Online advertising information:

www.utads.com



TELEPHONE NUMBERS

M-F 8:30 a.m. to 5 p.m.

Phone (619) 293-2491

FAX (619) 293-2368

Nationally 1-800-BIG-NEWS
(1-800-244-6397)

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

ADJUDICATION:

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

THE SAN DIEGO UNION-TRIBUNE:

Published seven days a week.

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 (CCAE)
- 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
- 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)
- Newspapers First Big & Easy Network
- Newspaper Special Section Network (NSSN)
- San Diego Apartment Association (SDAA)
- San Diego Association of Health Care Recruiters
- San Diego Association of Realtors (SDAR)
- Smart-Circ of America
- The Newspaper Network, Inc. (TNN)
- Tribune Media Services, Inc.
- Western Classified Advertising Association (WCAA)

WHO'S WHO AT THE UNION-TRIBUNE

Publisher David Copley
President and CEO Gene Bell
Vice President of Advertising and
Research Marketing Scott T. Whitley (619) 293-1500 scott.whitley@uniontrib.com
National Advertising Manager... Don Parks (619) 293-2184 don.parks@uniontrib.com

National Advertising Account Managers:

Travel/Local Broadcast/Theme Parks Don Sciascia (619) 293-1437 don.sciascia@uniontrib.com
Financial/Insurance/FSIs/Food Diane Truesdell (619) 293-1596 diane.truesdell@uniontrib.com
Telecommunications/Utilities/Technology Myriam Yanagi (619) 293-1438 myriam.yanagi@uniontrib.com
Banks/Pharmaceutical/Co-Op Daliah McBride (619) 293-1556 daliah.mcbride@uniontrib.com
Movies/Entertainment Stephanie Solis (619) 293-1573 stephanie.solis@uniontrib.com
Local Travel/Misc/Non-Profit/Political. Doreen Bennett (619) 293-1566 doreen.bennett@uniontrib.com

Sales Assistants:

Kathy Valentine (619) 293-1428 kathy.valentine@uniontrib.com
Renee Bond (619) 293-1455 renee.bond.@uniontrib.com.
Corletta Graham (619) 293-1591 corletta.graham@uniontrib.com
Robert Martinez (619) 293-1569 robert.martinez@uniontrib.com

COMMISSION & TERMS OF PAYMENT

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

POLICY

General advertising rates apply to display advertisers outside of the San Diego DMA and to any classification deemed by the publisher to be "general" in nature. The following are examples deemed by the publisher to be general:

- All advertising placed by retail firms that do not have an outlet located within the newspaper's designated retail market area
- Amusement/theme parks located outside San Diego DMA
- Book publishers
- Credit cards
- Educational institutions with no campuses in the San Diego DMA
- National factory automotive
- Freight delivery and mail service
- Financial (see Financial Rate)
- Insurance companies, health plans/HMOs
- Investment accounts
- Legal display ads
- Mail order
- Manufacturers, wholesalers, brokers, distributors and dealer associations
- Media advertising, national/network radio, television, cable, programmers, newspapers, magazines, print and electronic media directories, direct mail, information service providers, online services, Web site advertising
- Movie studios (see Movie Studio Rate)
- National associations, fraternal organizations, trade unions
- Oil and energy, defense, high tech, government
- Public utilities
- Recruitment (help wanted) display advertising published outside of the classified pages (see Employment rate book)
- Sports teams outside San Diego DMA
- State and national political/advocacy advertising, public policy
- Telecommunications, including local phone service, long-distance service, dot.com, Internet providers
- Tobacco, liquor, health and beauty aids, food products, packaged goods, pharmaceuticals
- Transitory seminars, traveling shows, lectures and conventions
- Transportation and travel suppliers, airlines, hotels and resorts, cruise lines, cruising services, tour operators, tourist

boards, interstate bus lines, railroads and vehicle rentals outside San Diego DMA

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: The Union-Tribune Publishing Co. 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. 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. All ads are subject to approval and acceptance by the publisher. The Union-tribune reserves the right to request changes to ad copy. The Union-Tribune reserves the right to cancel any ad at any time. All ads are subject to credit approval.
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. General rates are commissionable to recognized agencies.
6. The Union-Tribune Publishing Co. reserves the right to reject any advertising.
7. The Union-Tribune Publishing Co. reserves the right to revise its advertising rates at any time upon 30 days written notice. Advertising agreements accepted are subject to this reservation.
8. 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 Union-Tribune Publishing Co. before said date.
9. Advertisers with ads measuring at least five column-inches may receive proof delivery.

GENERAL ADVERTISING RATES (commissionable)

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	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* WED-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$459.00	\$473.00	\$593.00	\$205.00	\$92.00	\$59.00	\$104.25	\$134.25	\$73.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreement												
\$35,000	\$256.50	\$275.60	\$333.70	\$146.10	\$62.30	\$37.50	\$74.10	\$93.70	\$50.70	A	\$47.00	\$49.00
80,000	233.75	251.20	304.20	142.05	60.80	36.70	72.40	91.45	49.55	B	45.00	47.00
125,000	227.25	245.70	297.50	139.75	59.65	35.85	71.40	90.15	48.90	B	45.00	47.00
200,000	219.60	237.15	289.95	136.30	58.15	34.95	68.95	87.30	45.95	B	45.00	47.00
325,000	210.15	227.85	282.90	134.55	57.50	34.60	68.05	86.10	45.35	B	45.00	47.00
500,000	205.25	222.70	274.45	132.00	56.35	33.70	65.75	83.40	44.45	C	42.00	44.00
750,000	202.30	219.50	270.30	130.85	55.95	33.45	65.35	82.90	44.20	C	42.00	44.00
1,000,000	198.90	215.85	266.30	129.80	55.45	33.25	63.85	81.25	42.85	C	42.00	44.00

FREQUENCY AGREEMENTS

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* WED-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* WED-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Annual Frequency Agreement												
3-12 (Weeks) Insertions	\$309.75	\$338.65	\$415.90	\$148.00	\$63.20	\$38.30	\$75.15	\$95.05	\$51.40	A	\$47.00	\$49.00
13+ (Weeks) Insertions	295.65	317.70	390.40	147.30	62.80	37.90	73.50	93.20	49.00	A	47.00	49.00

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* WED-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* WED-SAT			
Group Rates	\$240.00	\$260.00	\$321.00	\$144.00	\$63.00	\$38.00	\$74.25	\$93.85	\$50.80			

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

The following items apply to both Dollar-Volume & Frequency Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- 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.
- Frequency agreement insertions are based on the calendar week.
- 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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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 reprint quantities, Sunday ROP and color rates will apply.

Holiday Bonus Days: January 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

1st Ad

Regular Price

2nd Ad

20% off

3rd Ad

30% off

4th + Ads

40% off



DISPLAY PICK-UP RATE OPTIONS

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 full run	20% - 2nd Ad 30% - 3rd Ad 40% - 4th+Ads	6" Display	Mon.-Sat.	Contract or group rate	Same calendar week Monday-Saturday	Yes	Sunday ads are always full price
Display full run	Display zone 1 or 2 different zones	50%	—	Thurs. or Sat. zone; North zone, Wed.-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, Wed.-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, Wed.-Sun.	Contract or group rate	Same calendar week Monday-Saturday	Yes	1/2 price on least expensive zone (excludes Sun.)
Display zone Automotive	Classified No. zone	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

*North Coastal and North Inland zones cannot be picked up into each other at a discount. 4-inch minimum ad-size in Micro Coastal/Inland zones, qualifiers for repeat discount.

RETAIL ZONE RATES

Central, East & South zones available Thursdays & Saturdays.
 North Coastal & North Inland zones available Wednesday — Saturday.
 North Zone available Wednesday — 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 Union-Tribune'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.

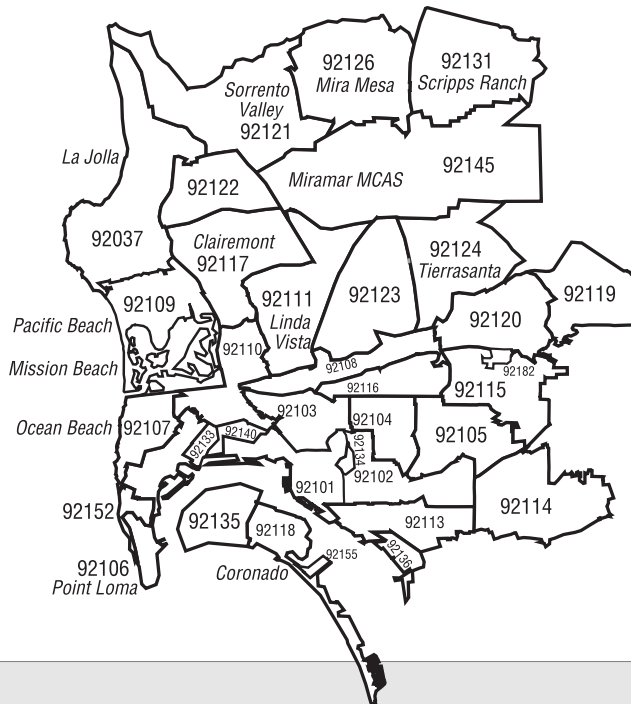
Zone Shopping Center Rate:

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

Paid Circulation:
 Daily 134,829

- 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

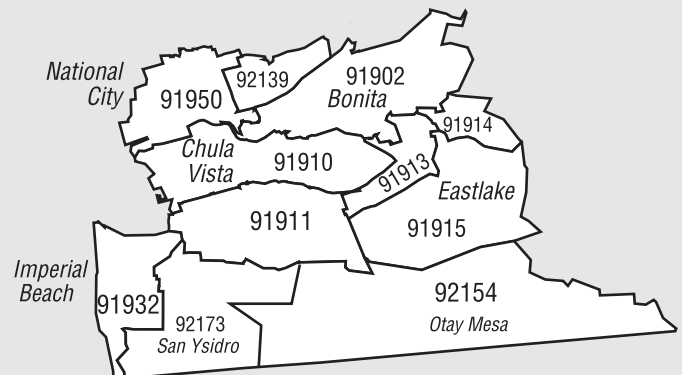


- 92119 SAN CARLOS
- 92120 DEL CERRO
- 92121 SORRENTO VALLEY
- 92122 UNIVERSITY CITY
- 92123 SERRA MESA
- 92124 TIERRASANTA
- 92126 MIRA MESA
- 92131 SCRIPPS RANCH
- 92133 NAVAL TRAINING CTR.
- 92134 NAVAL HOSPITAL
- 92135 NAS NORTH ISLAND
- 92136 NAVAL STATION
- 92140 MCRD
- 92145 MCAS MIRAMAR
- 92147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

SOUTH ZONE

Paid Circulation: Daily 39,253

- 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:-The San Diego Union-Tribune ABC Audit for 53 weeks ending January 1, 2006

NORTH ZONE

Paid Circulation: Daily: 87,323

Sunday: 116,865

Coastal (Daily): 42,353

Coastal (Sunday): 54,943

Inland (Daily): 44,970

Inland (Sunday): 61,922

Today's Local News:

Sunday: 70,000

Daily: 67,500

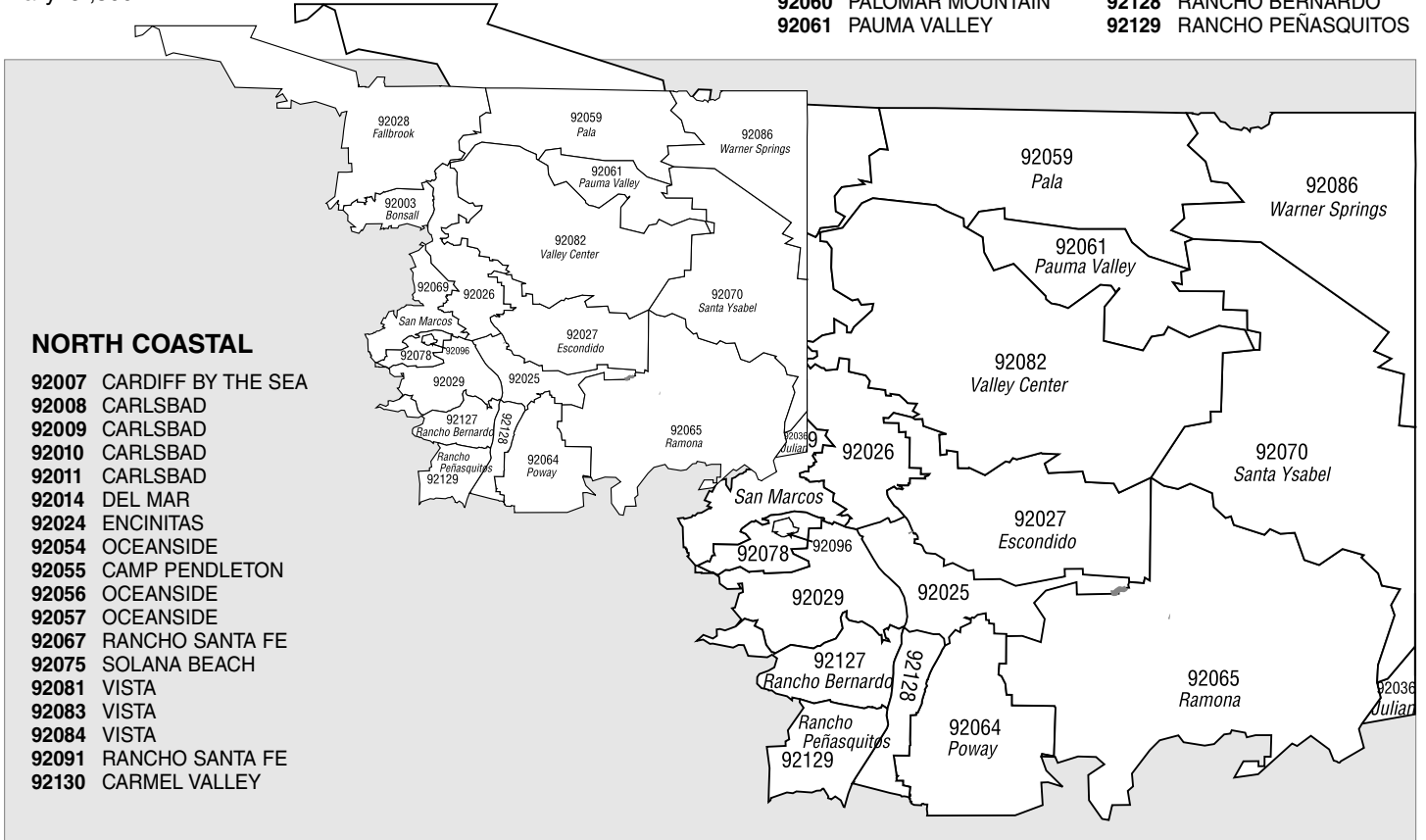
NORTH INLAND

- 92003 BONSALL
- 92004 BORREGO SPRINGS
- 92025 ESCONDIDO
- 92026 ESCONDIDO
- 92027 ESCONDIDO
- 92028 FALLBROOK
- 92029 ESCONDIDO
- 92036 JULIAN
- 92059 PALA
- 92060 PALOMAR MOUNTAIN
- 92061 PAUMA VALLEY

- 92064 POWAY
- 92065 RAMONA
- 92066 RANCHITA
- 92069 SAN MARCOS
- 92070 SANTA YSABEL
- 92078 SAN MARCOS
- 92082 VALLEY CENTER
- 92086 WARNER SPRINGS
- 92127 RANCHO BERNARDO
- 92128 RANCHO BERNARDO
- 92129 RANCHO PEÑASQUITOS

NORTH COASTAL

- 92007 CARDIFF BY THE SEA
- 92008 CARLSBAD
- 92009 CARLSBAD
- 92010 CARLSBAD
- 92011 CARLSBAD
- 92014 DEL MAR
- 92024 ENCINITAS
- 92054 OCEANSIDE
- 92055 CAMP PENDLETON
- 92056 OCEANSIDE
- 92057 OCEANSIDE
- 92067 RANCHO SANTA FE
- 92075 SOLANA BEACH
- 92081 VISTA
- 92083 VISTA
- 92084 VISTA
- 92091 RANCHO SANTA FE
- 92130 CARMEL VALLEY

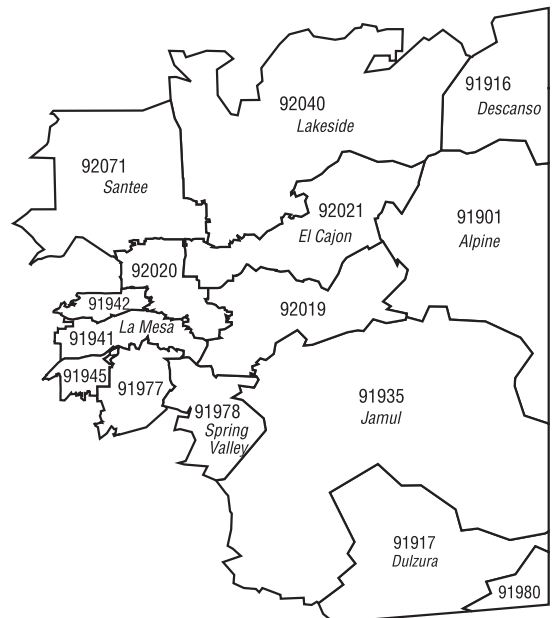


EAST ZONE

Paid Circulation: Daily 52,463

- 91901 ALPINE
- 91905 BOULEVARD
- 91906 CAMPO
- 91916 DESCANSO
- 91917 DULZURA
- 91931 GUATAY
- 91934 JACUMBA
- 91935 JAMUL
- 91941 LA MESA
- 91942 LA MESA
- 91945 LEMON GROVE

- 91948 MOUNT LAGUNA
- 91962 PINE VALLEY
- 91963 POTRERO
- 91977 SPRING VALLEY
- 91978 SPRING VALLEY
- 91980 TECATE
- 92019 EL CAJON
- 92020 EL CAJON
- 92021 EL CAJON
- 92040 LAKESIDE
- 92071 SANTEE



Source:-The San Diego Union-Tribune ABC Audit for 53 weeks ending January 1, 2006

ROP COLOR RATES (Commissionable)

Increase your sales with color.

	DAILY	SUNDAY
One Color & Black	\$2,300	\$2,675
Two Colors & Black	3,400	3,925
Three Colors & Black	3,975	4,550

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.

ZONE COLOR RATES (Commissionable)

One color and black	Daily	Sunday
Central Zone	\$1,370	n/a
East Zone	590	n/a
South Zone	470	n/a
North Zones	845	\$945
North Inland or Coastal Zones	630	n/a

Full color	DAILY	SUNDAY
Central Zone	\$2,340	n/a
East Zone	980	n/a
South Zone	715	n/a
North Zones	1,450	\$1,610
North Inland or Coastal Zones	1,105	n/a

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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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%

GENERAL GROUP RATES (Commissionable)

These rates are available for advertising in most special sections or theme pages.

	ROP COLUMN INCH RATE								
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* WED-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* WED-SAT
Group Rates	\$240.00	\$260.00	\$321.00	\$144.00	\$63.00	\$38.00	\$74.25	\$93.85	\$50.80

GENERAL 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.

GENERAL PREPRINT GUIDELINES

■ 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: Minimum size: 5" x 7"

Single Sheets: Two-sided piece, unfolded

*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. Call for an appointment

Hours: Monday-Friday 6 a.m. – 3 p.m.; Saturday 7 a.m – noon;

(Closed Sunday)

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

Ad Mail

Attn: Receiving

1830 Gillespie Way, Suite #101, El Cajon, CA 92020

(619) 276-2600

Hours: Monday-Friday, 7:30 a.m. to 4:00 p.m.

(Closed Saturdays, Sundays and holidays.)

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:

TLN/ACI WAREHOUSE

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.

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.

GENERAL PREPRINT RATES (Commissionable)

Daily and Sunday Preprints (Inserted in the Union Tribune)

Tuesday through Sunday, you can send your preprints to the entire county or to specific ZIP codes. Just ask your account manager for details.

	COST PER THOUSAND							
	OPEN DAILY	OPEN SUNDAY	A DAILY	A SUNDAY	B DAILY	B SUNDAY	C DAILY	C SUNDAY
Single Sheet (2 pages)	\$49.00	\$51.00	\$47.00	\$49.00	\$45.00	\$47.00	\$42.00	\$44.00
	Tab Pages	Std. Pages						
	4	2	\$54.00	\$57.00	\$52.00	\$55.00	\$49.00	\$52.00
	6		56.00	59.00	54.00	57.00	51.00	54.00
	8	4	61.00	64.00	58.00	61.00	52.00	55.00
	10		70.00	73.00	68.00	71.00	61.00	64.00
	12	6	74.00	77.00	72.00	75.00	64.00	67.00
	16	8	83.00	86.00	81.00	84.00	72.00	75.00
	20	10	91.00	94.00	89.00	92.00	81.00	84.00

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 one ZIP Code Daily; 30,000 per version in Sunday's paper

Bonus Days: Sunday circulation quantities are in effect for January 1, February 18, May 26, July 4, August 19, September 1, October 13, November 10, 27 & 28, December 25.

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

No distribution available on Monday.

U-TMC RATES (Commissionable)

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

Every Thursday/Friday, you can send your preprints to the entire county or to specific ZIP codes, via the 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.	\$48.50*
Tab/Standard/Overweight single sheets		
Up to:	.3 oz	\$47.50
	.4 oz	62.50
	.5 oz	66.75
	.6 oz	69.00
	.7 oz	78.00
	.8 oz	84.50
	.9 oz	91.00
	1.0 oz	96.25
	1.1 oz	107.75
	1.2 oz	113.00
	1.3 oz	118.25
	1.4 oz	124.75
	1.5 oz	129.75
	1.6 oz	138.75
	1.7 oz	144.00
	1.8 oz	154.25
	1.9 oz	163.50
	2.0 oz	173.75

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 Thursday/Friday. 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.

Rates subject to change upon postal rate increase. \$7.65 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 80,000 homes in Tijuana and 50,000 homes in Mexicali, where residents look forward to seeing “La Bolsa Azul.” Since 90% of them shop in San Diego once a month or more, they find the advertisements extremely useful.

Tijuana

Single Sheet:	\$52.00 cpm
All other inserts:	92.00 cpm

Mexicali

Single Sheet:	\$54.00 cpm
All other inserts:	94.00 cpm

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

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
Currents Health	Tuesday
Currents/Passages	Sunday
SportsExtra	Monday
Quest (science)/Currents	Thursday
Book Reviews	Sunday
Currents/Food	Wednesday
Night&Day (entertainment tab)	Thursday
Central Zone	Thurs. & Sat.
East Zone	Thurs. & Sat.
North Zones (coastal and inland)	Wed. through Sat.
South Zone	Thurs. & Sat.
Family Ties/Currents	Saturday
Wheels (full run and north zone)	Saturday
Wheels (full run and north zone)	Sunday
Change of Address (new homes)	Saturday
The Arts	Sunday
Comics (color)	Sunday
Homebuying Guide	Sunday
Homebuying Guide Extra	2nd Saturday
Homebuying Guide Extra catalog	4th Saturday
Home (Real Estate & Homescape)	Sunday
Insight (Opinion)	Sunday
Parade	Sunday
Rental Review	Sunday
Travel	Sunday
Journal Pages	Sunday (Business)

SIGNONSANDIEGO

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, Careers, Real Estate, and Auto 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 or Corrine Lynch at (619) 718-5239.

SPECIAL SECTIONS*

JANUARY

sdPets Magazine
Continuing Education & College Guide
PGA Golf/Buick Invitational
sdPets Magazine

FEBRUARY

Dining In Review Magazine
Super Bowl
Golf&Go
sdPets Magazine
Golf&Go

MARCH

How-To Guide
Golf&Go
Weddings San Diego Magazine
San Diego's Best Ballot
sdhome Magazine
sdPets Magazine
Golf&Go
Baseball Preview

APRIL

Dining Around (North) Magazine
sdPets Magazine
Sdhealth Magazine

MAY

Passport
sdPets Magazine
Dining Around (Central) Magazine

JUNE

US Open Sections

Dining Around (South/East) Magazine
sdhome Magazine
sdPets Magazine

JULY

Salute To Nurses
sdPets Magazine
Continuing Education & College Guide

AUGUST

San Diego's Best
Weddings San Diego Magazine
sdhome Magazine
sdPets Magazine

SEPTEMBER

NFL Football Preview
Life and Financial Planning
sdPets Magazine

OCTOBER

Woman
Night&Day Dining Guide
sdhome Magazine
sdPets Magazine
Kids' NewsDay
Sdhealth Magazine

NOVEMBER

sdPets Magazine
Holiday Gift Guide

DECEMBER

Holiday Tradition
Last-Minute Holiday Gifts

***Most special sections will also publish in Today's Local News and on SignOnSanDiego.com. See your account manager for details.**

Schedule subject to change.

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.
HOMEBUYING GUIDE EXTRA Second Saturday every month		Noon *Thurs.	4 p.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.
HOMEBUYING GUIDE EXTRA Once a month on the second Saturday		Noon *Tues.	4 p.m. *Tues.	Noon *Wed.	4 p.m. *Thurs.

*Denotes one week prior to publication date.

**Denotes two weeks prior to publication date.

MECHANICAL MEASUREMENTS

STANDARD-PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

BUTTED FACING PAGES GUIDELINES:

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

For additional sizes, please contact your account manager.
Only electronic files accepted for camera-ready ads.

TABLOID PAGE COLUMN-WIDTHS

1 column	1.78 Inches
2 columns	3.72 Inches
3 columns	5.67 Inches
4 columns	7.61 Inches
5 columns	9.56 Inches
Tabloid full-page (5 columns)	9.56" x 11.5"
Tabloid double-truck (includes 1.44" gutter)	20.56" x 11.5"

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". Tabloid-page ads longer than 10" will be billed at the full-page depth of 11.5".

DIGITAL AD GUIDELINES

Guidelines to produce and send digital ads are available online at: www.utads.com. Prior to submitting any ads to the 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. 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 can be answered by our Color Lab at (619) 293-1671.

TELECOMMUNICATIONS RATES (Commissionable)

Available to Internet Service Providers, dot coms, local and long-distance providers, wireless communication companies, E-commerce and technology products and services.

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	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$437.00	\$464.00	\$582.00	\$203.00	\$91.00	\$59.00	\$102.25	\$132.25	\$71.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreements												
\$35,000	220.30	\$239.05	\$296.35	\$128.65	\$54.70	\$33.05	\$66.60	\$83.95	\$45.70	C	\$42.00	\$44.00
100,000	210.15	228.05	282.75	127.55	54.65	33.00	66.50	83.80	45.60	C	42.00	44.00
250,000	206.95	224.60	278.50	127.45	54.60	32.95	65.35	82.60	43.50	C	42.00	44.00
500,000	198.35	215.25	263.70	127.30	54.55	32.85	65.25	82.45	43.45	C	42.00	44.00
750,000	192.65	208.95	257.45	127.15	54.45	32.75	64.15	81.35	43.40	C	42.00	44.00
1,000,000	189.80	205.90	253.55	127.00	54.35	32.70	63.05	80.20	42.30	C	42.00	44.00

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Annual Frequency Agreements												
3-12 (Weeks) Insertions	\$242.35	\$263.00	\$326.00	\$141.60	\$60.20	\$36.40	\$72.05	\$91.00	\$49.35	C	\$42.00	\$44.00
13+ (Weeks) Insertions	233.70	250.90	311.05	133.85	57.40	34.65	69.25	87.35	47.45	C	42.00	44.00

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT			
Group Rates	\$216.00	\$233.00	\$289.00	\$129.00	\$57.00	\$34.00	\$68.25	\$86.05	\$46.80			

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

The following items apply to both Dollar-Volume & Frequency Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- 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.
- Frequency agreement insertions are based on the calendar week.
- 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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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.

GENERAL CO-OP RATES (Non-commissionable)

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	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$321.30	\$331.10	\$415.10	\$143.50	\$64.40	\$41.30	\$77.25	\$99.15	\$54.95	A	\$34.30	\$35.70
Net Annual Dollar-Volume Agreement												
\$35,000	\$179.55	\$192.92	\$233.59	\$102.27	\$43.61	\$26.25	\$55.55	\$69.57	\$38.27	A	\$32.90	\$34.30
80,000	163.63	175.84	212.94	99.44	42.56	25.69	54.36	67.99	37.46	B	31.50	32.90
125,000	159.08	171.99	208.25	97.83	41.76	25.10	53.66	67.08	37.01	B	31.50	32.90
200,000	153.72	166.01	202.97	95.41	40.71	24.47	51.64	64.79	34.34	B	31.50	32.90
325,000	147.11	159.50	198.03	94.19	40.25	24.22	51.01	63.95	33.92	B	31.50	32.90
500,000	143.68	155.89	192.12	92.40	39.45	23.59	49.10	61.76	33.29	C	29.40	30.80
750,000	141.61	153.65	189.21	91.60	39.17	23.42	48.82	61.41	33.12	C	29.40	30.80
1,000,000	139.23	151.10	186.41	90.86	38.82	23.28	47.47	59.95	31.87	C	29.40	30.80

FREQUENCY AGREEMENTS

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Annual Frequency Agreement												
3-12 (Weeks) Insertions	\$216.83	\$237.06	\$291.13	\$103.60	\$44.24	\$26.81	\$56.28	\$70.51	\$38.76	A	\$32.90	\$34.30
13+ (Weeks) Insertions	206.96	222.39	273.28	103.11	43.96	26.53	54.83	68.92	36.48	A	32.90	34.30

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT			
Group Rates	\$168.00	\$182.00	\$224.70	\$100.80	\$44.10	\$26.60	\$55.65	\$69.67	\$38.34			

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

The following items apply to both Dollar-Volume & Frequency Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- 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.
- Frequency agreement insertions are based on the calendar week.
- 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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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.

GENERAL LOCAL MEDIA RATES (Commissionable)

Available to local cable companies with a San Diego address.

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	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule <small>(Excludes U-TMC)</small>	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$404.00	\$431.00	\$546.00	\$203.00	\$91.00	\$59.00	\$102.25	\$132.25	\$71.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreements												
\$15,000	\$246.45	\$267.50	\$333.25	\$147.30	\$62.80	\$37.90	\$74.50	\$94.20	\$51.00	A	\$47.00	\$49.00
50,000	199.80	216.90	270.05	142.95	61.10	36.95	71.65	90.80	47.75	A	47.00	49.00
125,000	188.05	204.10	254.15	138.65	59.35	35.80	68.85	87.45	46.55	B	45.00	47.00
400,000	177.65	192.90	240.15	133.45	57.10	34.35	65.50	83.40	43.95	B	45.00	47.00

ROP COLUMN INCH RATE										
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	
Group Rates	\$201.00	\$219.00	\$272.00	\$145.00	\$63.00	\$39.00	\$74.25	\$93.85	\$50.80	

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

The following items apply to Dollar-Volume Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- 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.
- 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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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.

MOVIE STUDIO RATES

Full-Coverage ROP Rates (Commissionable)

	Daily	Sunday
RATE	\$172.00	\$196.00

GUARANTEED POSITIONS

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

- **Island advertising**
Financial — New York Stock Exchange page, every Tuesday through Friday. Two sizes available:
 3 col. x 10-1/2", or 6 col. x 3", 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-3** — By reservation only. Commissionable premium: add \$30 per column inch Thursday through Sunday. Add \$12 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 21 for complete descriptions.
- **ROP Gatefolds** — An attached, 3 column x 20" extension that folds out from the right side of a page. Since it's two-sided, you get a total of 6 columns x 20", which is half of a spadea.

GENERAL FINANCIAL RATES (Commissionable)

Financial rates are available to all banks, savings & loans, credit unions, mortgage companies/brokers, stock companies/brokers, investment and fund companies, insurance companies/brokers, financial service companies/planners and title companies.

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	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Non-agreement	\$418.00	\$445.00	\$553.00	\$203.00	\$91.00	\$59.00	\$102.25	\$129.25	\$73.25	A	\$49.00	\$51.00
Net Annual Dollar-Volume Agreement												
\$35,000	\$233.90	\$252.45	\$304.45	\$136.90	\$58.40	\$35.15	\$70.05	\$87.40	\$51.00	A	\$47.00	\$49.00
80,000	216.40	232.55	284.25	132.90	56.75	34.25	68.50	85.40	49.95	B	45.00	47.00
125,000	206.55	224.20	274.25	130.85	55.85	33.60	67.60	84.25	49.35	B	45.00	47.00
200,000	198.40	215.30	265.95	127.65	54.35	32.85	65.25	81.45	47.45	B	45.00	47.00
325,000	195.15	211.60	261.25	125.70	53.55	32.35	64.40	80.35	46.90	B	45.00	47.00
500,000	191.95	208.40	256.65	123.70	52.70	31.70	62.10	77.70	45.00	C	42.00	44.00
750,000	188.95	205.15	252.80	122.70	52.35	31.45	61.55	76.95	44.65	C	42.00	44.00
1,000,000	186.40	202.25	249.00	121.70	51.95	31.20	60.00	75.25	43.25	C	42.00	44.00

FREQUENCY AGREEMENTS

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT	Preprints Schedule (Excludes U-TMC)	Single Sheet Inserts	
											DAILY	SUNDAY
Annual Frequency Agreement												
3-12 (Weeks) Insertions	\$278.45	\$302.15	\$373.10	\$139.55	\$59.75	\$36.05	\$71.55	\$90.35	\$49.00	A	\$47.00	\$49.00
13+ (Weeks) Insertions	261.15	283.45	350.20	138.85	59.30	35.75	69.85	88.45	46.55	A	47.00	49.00

ROP COLUMN INCH RATE												
	MON-WED	THUR-SAT	SUNDAY	Central Zone THUR/SAT	East Zone THUR/SAT	South Zone THUR/SAT	North Zone* THUR-SAT	North Zone* SUNDAY	North Coastal or Inland Zone* THUR-SAT			
Group Rates	\$223.00	\$241.00	\$296.00	\$136.00	\$60.00	\$36.00	\$71.25	\$89.95	\$48.80			

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

The following items apply to both Dollar-Volume & Frequency Agreements:

- Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., velox charges, printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.).
- 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.
- Frequency agreement insertions are based on the calendar week.
- 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 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

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.

NIGHT&DAY

Weekly guide to entertainment, performing arts, travel and dining. Publishes each Thursday as a tabloid-size section. Contact your account manager for rates and deadlines.

POLITICAL AND ADVOCACY RATES

Federal and state regulations apply for all political and advocacy advertising.

1. Any political or advocacy ad pertaining to a candidate, proposition or issue outside San Diego County is charged at the \$500,000 general rate.
2. Prior to deadline, the Union-Tribune must obtain cash or check (or at least know that the payment has been made to our representatives).
3. The words "Paid Political Advertisement" will appear directly above each ad on every other column in agate-size type.
4. All political or advocacy ads must be submitted in time to receive proofs and to have them corrected prior to insertion.
5. Commissionable, general rate applies. For more information, please call our General Department at (619)-293-1556.

CHARITY/NON-PROFIT RATE (commissionable)

Eligibility requirements: Non-profit rates are reserved for bonafide non-profit organizations. To establish eligibility, the organization must have appropriate documentation non-profit status.

	Mon-Wed	Thur-Sat	Sunday
Cost Per Column Inch	\$230.00	\$250.00	\$308.00

PREPRINTED PAPER BAGS

The rate for a bag is based on the preprint open or agreement rate and is determined by the size of the bag. Please submit a sample to your account manager for a quote.

PREPRINTED POLYBAGS (commissionable)

Single advertiser distribution rate.

	Daily	Sunday
Cost per thousand	\$81.00	\$87.00

PRODUCT SAMPLES

Since product samples vary greatly in size and weight, please contact your account manager or call (619) 293-2491 for a quote.

SUNDAY COMICS

Appear in one of newspapers' best-read section and receive free color. The Comics are printed offset, in advance, outside San Diego. Choose 1, 2 or 3 colors at no extra charge except for art production and stripping, if needed. Additional charges will be imposed on ads cancelled with less than three weeks' notice.

RATES: Regular Sunday agreement rates apply.

AVAILABLE SIZES:

Unit	Measured Size	Total Inches	Printing Material (Mechanical Set) Size
1 page	6 col. x 20"	120	11¾" x 20"
¾ page	6 col. x 15"	90	11¾" x 15"
⅔ page	6 col. x 13¾"	79½	11¾" x 13"
½ page	6 col. x 10"	60	11¾" x 9¾"
⅓ page	6 col. x 6½"	39	11¾" x 6½"
¼ page	6 col. x 5"	30	11¾" x 4¾"
⅙ page	6 col. x 3¾"	19½	11¾" x 3"

FLY SHEET

This freestanding, 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 details. Regular Sunday agreement rates apply.

COLOR: Free, except for production and stripping.

COMICS RESERVATIONS: 30 days prior to publication.

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

SPADEA

Essentially a fly sheet folded in half lengthwise and wrapped around the left edge of the Sunday Comics. It's printed offset, in advance, outside of San Diego. Contact your account manager for details. Regular Sunday agreement rates apply.

COLOR: Free, except for production and stripping.

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 fold outs from the right side of the Comics. Contact your account manager for availability and rates.

COLOR: Free, except for production and stripping.

SIZE: 120 column inches (half of a spadea)

PREFERRED MATERIAL: Same as for spadea.

ENLACE (Weekly Spanish language publication)

GENERAL ENLACE RATES (Commissionable)

	COST PER COL. INCH ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Non-Agreement	\$47.00	A	\$48.00
\$35,000	40.55	A	46.00
80,000	38.95	B	44.00
200,000	37.45	B	44.00
325,000	35.70	B	44.00
500,000	33.85	C	41.00
750,000	32.20	C	41.00

	COST PER COL. INCH ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Annual Frequency Agreement			
3-12 (Weeks) Insertions	\$43.90	A	\$46.00
13+ (Weeks) Insertions	42.20	A	46.00

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

Pick-up Rates:

A 30% discount off the open rate applies to both the ROP space and color charges when you pick-up your ad into Enlace within 10 days of publication in the U-T.

ROP COLOR RATES

One color	\$495.00
Two colors	690.00
Four colors	800.00

ENLACE PREPRINT RATES

	(COST PER THOUSAND)		
	A Schedule	B Schedule	C Schedule
4-Page Tab	\$53.50	\$51.50	\$48.50
6-Page Tab	55.50	53.50	50.50
8-Page Tab	60.50	57.50	51.50
10-Page Tab	69.50	67.50	60.50
12-Page Tab	73.50	71.50	63.50
16-Page Tab	82.00	80.00	71.00
20-Page Tab	90.00	88.00	80.00

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 indicated.

Schedule A) +\$5 per 2 tab pages

Schedule B) +\$4 per 2 tab pages

Schedule C) +\$3 per 2 tab pages

Translations and production

Enlace provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

ENLACE CHARITY/NON-PROFIT RATE

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

	ROP RATE
Cost Per Column Inch	\$40.55

Enlace Ad Dimensions

STANDARD PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

Deadlines

Space reservation deadline is Thursday at 5 p.m., 8 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 Union-Tribune. 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.

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. C.A.S.H. 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.

TODAY'S LOCAL NEWS (Commissionable)

A broadsheet newspaper is delivered to over 65,000 households in Carlsbad, Oceanside, Vista, San Marcos and Escondido, Wednesday through Sunday. We specialize in local neighborhood coverage, just right for everyone, especially newcomers. We have targeted distribution and reach homes with a household income of \$50,000 or higher that do not receive the San Diego Union-Tribune.

GENERAL RATES (Commissionable) Effective January 1, 2008

PUBLISHING DATE	GENERAL/FINANCIAL/LOCAL MEDIA		TELECOMMUNICATIONS		MOVIE STUDIOS
	FULL RUN	NORTH INLAND OR NORTH COASTAL ZONE	FULL RUN	NORTH INLAND OR NORTH COASTAL ZONE	FULL RUN
Wed - Sat	\$21.00	\$14.50	\$20.00	\$14.50	\$9.50
Sunday	21.00	N/A	20.00	N/A	9.50

You qualify for our 50% off frequency discount program when your ad runs multiple times in the same calendar week.

COLOR RATES FOR FULL RUN & ZONE
(Commissionable)

Spot color (1 color + black)	\$195.00
Full color (3 colors + black)	\$400.00

50%-off frequency discounts apply to space and color.+

Market coverage			COMBINED DAILY UNION-TRIBUNE AND TODAY'S LOCAL NEWS	
CITY	ZIP CODES	HOUSEHOLDS	CIRCULATION	% COVERAGE
Carlsbad	92008, 92009	33,952	22,660	66.7%
Escondido	92025, 92026, 92027, 92029	54,610	31,411	57.5%
Oceanside	92054, 92056, 92057	62,675	31,230	49.8%
San Marcos	92069, 92078	22,783	14,948	65.6%
Vista	92083, 92084	36,013	19,873	55.2%

Ad Dimensions

STANDARD PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

Send your ads online via AdDesk

AdDesk is a service designed to send your ads via the internet. For instructions on setting up your digital files and sending your ad, go to www.utads.com and click on AdDesk.

Materials for preparing ads

Guidelines to produce and send digital ads are available online at www.utads.com.

- 85-through 100-line screen required.
 - Screened area should be between 20% and 80%
 - Please note 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.
 - Reverse type should not be less than 14-point sans serif.
- For more information go online at www.utads.com

Delivery of Inserts

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

For Wed.-Sun. preprint delivery dates, inserts must ship directly to:

The San Diego 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.)
 (City Zone distribution available Tues., Thurs. and Sun.)