

New Homes Real Estate Advertisers

■ Dollar-Volume Discount Agreement Rates

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

	ROP COLUMN-INCH RATE							PREPRINTS – CPM			CLASSIFIED COST PER LINE				
	MON-WED	THUR-SAT	SUNDAY	Central ZONE	East ZONE	South ZONE	North Zone DAILY*	North Zone SUNDAY*	Schedule	Single Sheet Inserts DAILY	Single Sheet Inserts SUNDAY	Classified DAILY	Classified SUNDAY	Employment DAILY	Employment SUNDAY
Non-Agreement	\$205.00	\$220.00	\$269.00	\$121.00	\$55.00	\$33.00	\$68.00	\$87.00	A	\$34.00	\$36.00	\$12.20	\$15.75	\$13.30	\$17.90
Annual Dollar-Volume Agreements															
\$10,000	\$135.75	\$147.40	\$179.80	\$95.70	\$39.05	\$22.45	\$49.90	\$62.90	A	\$30.00	\$32.00	\$12.20	\$15.75	\$13.30	\$17.90
50,000	125.25	136.05	165.95	87.20	36.25	20.55	46.05	58.20	B	29.00	31.00	12.20	15.75	13.30	17.90
100,000	119.50	129.70	158.15	82.45	32.25	18.95	40.80	51.65	B	29.00	31.00	6.37	8.11	7.44	10.05
150,000	117.20	127.25	155.05	79.70	31.40	18.40	40.00	50.60	C	28.00	30.00	6.37	8.11	7.44	10.05
250,000	114.85	124.75	151.85	77.75	31.05	18.30	39.50	49.95	C	28.00	30.00	6.37	8.11	7.44	10.05
300,000	112.65	122.35	149.25	75.45	30.40	18.05	39.00	49.30	C	28.00	30.00	6.37	8.11	7.44	10.05
500,000	108.15	117.40	141.20	73.35	29.50	17.60	37.10	47.15	C	28.00	30.00	5.83	7.47	6.90	9.39
750,000	106.50	115.65	139.10	73.35	29.50	17.60	37.10	47.15	C	28.00	30.00	5.83	7.47	6.90	9.39
1,000,000	102.00	110.70	133.35	73.35	29.50	17.60	37.10	47.15	C	28.00	30.00	5.83	7.47	6.90	9.39
1,250,000	101.30	110.00	132.40	73.35	29.50	17.60	37.10	47.15	C	28.00	30.00	5.83	7.47	6.90	9.39
1,500,000	100.30	108.95	131.25	73.35	29.50	17.60	37.10	47.15	C	28.00	30.00	5.83	7.47	6.90	9.39

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

■ Bonus Circulation Days

Due to increased circulation and readership all advertising will be billed at the Sunday rate (excluding Classified Sections) on these designated dates: January 1, February 18, May 26, July 4, September 1, October 13, November 10, 27 & 28, December 25.

■ Change of Address

Published every Saturday, this real-estate section is a bonus for our Sunday Homes advertisers. You can pick up your display ad into Change of Address on the same weekend at 50% off or the following weekend at 25% off the daily rate. It's your chance to reach buyers who want to shop for new homes on Saturday as well as Sunday. This full-circulation section is advertorial based, so send us your press releases and photos for consideration. The section has advanced deadlines. Call your account manager for details.

■ Color Rates – Full Run

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

■ SignOnSanDiego New Homes Community Listing

Community Listing	\$700 per 30-day package
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■ New Homes Communities Map

Saturday/Sunday Combination	\$445.00 per inch
Friday North Zone Map	add \$45.00 per inch

The San Diego Union-Tribune

To advertise, call (619) 293-1574

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

www.sdmarketplace.com