

# Resale Real Estate Advertisers

## ■ Dollar-Volume Discount Agreement Rates

	ROP COLUMN-INCH RATE			CLASSIFIED COST PER LINE				
	MON-WED	THUR-SAT	SUNDAY	Preprints Schedule	Classified DAILY	SUNDAY	Employment DAILY	SUNDAY
<b>Non-Agreement</b>	\$204.00	\$220.00	\$268.00	A	\$12.30	\$15.90	\$13.55	\$17.90
<b>Annual Dollar-Volume Agreements</b>								
\$2,500	\$178.60	\$190.30	\$232.25	A	\$10.53	\$13.51	\$11.72	\$15.48
5,000	149.30	156.70	195.80	A	6.51	8.25	7.66	10.10
10,000	129.70	136.25	170.35	C	5.91	7.60	7.06	9.46
25,000	119.95	125.90	149.00	B	5.82	7.42	6.97	9.26
50,000	114.15	119.90	141.85	B	5.78	7.34	6.93	9.20
100,000	111.30	116.85	138.30	B	5.72	7.30	6.87	9.15
200,000	110.25	115.75	136.90	C	5.67	7.26	6.82	9.11
300,000	108.25	113.60	134.40	C	5.63	7.21	6.78	9.05
400,000	107.30	112.75	133.25	C	5.58	7.17	6.73	9.01
500,000+	105.50	110.80	130.90	C	5.55	7.12	6.70	8.94

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.

**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.

## ■ Real Estate Zone Rates

	DAILY	SUNDAY
Central Zone	\$90.45	n/a
East Zone	36.85	n/a
South Zone	21.65	n/a
North Zone	47.20	\$58.40
North Inland or Coastal Zone	31.92	n/a

## ■ North County Real Estate

For additional exposure and coverage pick up your ad in our North County Classified editions (includes TLN). **Minimum ad space. 4 lines. Must also run in full-run Classifieds.**

	Cost Per Line
Commercial	\$0.95 per line/per day

**The San Diego Union-Tribune**

To advertise, call (619) 293-1574

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

www.sdmarketplace.com