

Real Estate Rental 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
Non-Agreement	\$196.00	\$208.00	\$250.00	A	\$11.70	\$14.80	\$13.15	\$17.15
Annual Dollar-Volume Agreements								
\$5,000	\$143.45	\$149.10	\$182.75	A	\$6.19	\$7.70	\$7.44	\$9.71
10,000	124.65	129.65	158.95	A	5.62	7.10	6.85	9.09
25,000	115.25	119.80	139.05	B	5.54	6.92	6.77	8.90
50,000	109.70	114.10	132.40	B	5.50	6.86	6.73	8.85
100,000	106.95	111.20	129.05	B	5.45	6.82	6.67	8.80
250,000	101.35	105.40	122.15	C	5.28	6.64	6.31	8.35

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.

■ Rental 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 Zone Real Estate Rentals

(Includes TLN)

For additional exposure and coverage pick up your ad in our North County Classified editions.

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