

Master-Planned Community Rates

■ 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/TLN**	DAILY SUNDAY	Schedule	Single Sheet Inserts	DAILY SUNDAY	Classified	SUNDAY	Employment	SUNDAY
Non-Agreement	\$220.00	\$236.00	\$287.00	\$124.00	\$58.00	\$33.00	\$70.00	\$90.00	A	\$34.00	\$36.00	\$12.30	\$15.90	\$13.55	\$17.90
Annual Dollar-Volume Agreements															
\$100,000	\$128.00	\$138.85	\$170.85	\$85.60	\$33.55	\$19.70	\$41.85	\$53.05	A	\$29.00	\$31.00	\$6.44	\$8.19	\$7.59	\$10.05
150,000	125.45	136.10	167.50	82.90	32.55	19.10	40.85	51.75	B	28.00	30.00	6.44	8.19	7.59	10.05
225,000	123.00	133.45	163.95	80.85	32.25	19.00	40.45	51.20	C	28.00	30.00	6.44	8.19	7.59	10.05
300,000	120.70	131.00	161.25	78.40	31.50	18.70	39.95	50.55	C	28.00	30.00	6.44	8.19	7.59	10.05
400,000	118.60	128.75	158.45	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	6.44	8.19	7.59	10.05
500,000	115.75	125.65	152.35	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	5.89	7.54	7.03	9.39
750,000	114.00	123.80	150.25	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	5.89	7.54	7.03	9.39
1,000,000	109.25	118.60	144.05	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	5.89	7.54	7.03	9.39
1,250,000	108.40	117.75	143.10	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	5.89	7.54	7.03	9.39
1,500,000	107.60	116.70	141.75	76.10	30.65	18.30	38.00	48.30	C	28.00	30.00	5.89	7.54	7.03	9.39

*Spending levels must be met in net dollars.

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

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.

■ 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.

■ SignOnSanDiego Master-Planned Communities

Community Listing \$1,000 per 30-day package

■ New Homes Communities Map

Saturday/Sunday Combination \$445.00 per inch

North Zone Map add \$45.00 per inch

Contracts of \$300,000 use appropriate dollar-volume discount agreement rates.

■ 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

The San Diego Union-Tribune

To advertise, call (619) 293-1429

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

www.sdmarketplace.com