

# Telecommunication 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.

<b>ROP COLUMN INCH RATE</b>												
	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
<b>Non-agreement</b>	\$437.00	\$464.00	\$582.00	\$203.00	\$91.00	\$59.00	\$102.25	\$132.25	\$71.25	A	\$49.00	\$51.00
<b>Net Annual Dollar-Volume Agreements</b>												
\$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

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											DAILY	SUNDAY
<b>Annual Frequency Agreements</b>												
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

<b>ROP COLUMN INCH RATE</b>												
	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			
<b>Group Rates</b>	\$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.

**The San Diego Union-Tribune**

To advertise, call (619) 299-3131 • (800) 244-6397 ext.2491

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

www.utads.com