

Movie Studio

■ Full-Coverage ROP Rates (Commissionable)

	DAILY	SUNDAY
RATE	\$172.00	\$196.00

■ Full-Run Frequency Program

You qualify for our frequency discount program when your ad runs multiple times in the same calendar week.

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.

■ Commission and Terms of Payment

AGENCY COMMISSION: Bonafide advertising agencies receive a 15 percent commission. This also applies to color premium charges. We do not offer cash discounts. Payment is due with the order unless credit is established. All advertising accepted on a credit basis is due and payable according to the terms stated on the invoice.

■ Color Rates (Commissionable)

Increase your sales with color.

	DAILY	SUNDAY
One Color & Black	\$2,075	\$2,425
Two Colors & Black	3,225	3,725
Three Colors & Black	3,775	4,325

Flat charges for color are in addition to the space charges at the applicable black and white rates. Such charges cover color ads from one column inch to a full page. Double trucks with color on both pages carry a color charge for each page.

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.

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