

# General Advertising Rates (Commissionable)

■ **Dollar-Volume Agreements** The more you run, the more you save! Take advantage of these rates with a signed agreement.

ROP COLUMN INCH RATE												
	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>	\$459.00	\$473.00	\$593.00	\$205.00	\$92.00	\$59.00	\$104.25	\$134.25	\$73.25	A	\$49.00	\$51.00
<b>Net Annual Dollar-Volume Agreement</b>												
\$35,000	\$256.50	\$275.60	\$333.70	\$146.10	\$62.30	\$37.50	\$74.10	\$93.70	\$50.70	A	\$47.00	\$49.00
80,000	233.75	251.20	304.20	142.05	60.80	36.70	72.40	91.45	49.55	B	45.00	47.00
125,000	227.25	245.70	297.50	139.75	59.65	35.85	71.40	90.15	48.90	B	45.00	47.00
200,000	219.60	237.15	289.95	136.30	58.15	34.95	68.95	87.30	45.95	B	45.00	47.00
325,000	210.15	227.85	282.90	134.55	57.50	34.60	68.05	86.10	45.35	B	45.00	47.00
500,000	205.25	222.70	274.45	132.00	56.35	33.70	65.75	83.40	44.45	C	42.00	44.00
750,000	202.30	219.50	270.30	130.85	55.95	33.45	65.35	82.90	44.20	C	42.00	44.00
1,000,000	198.90	215.85	266.30	129.80	55.45	33.25	63.85	81.25	42.85	C	42.00	44.00

## ■ Frequency Agreements

ROP COLUMN INCH RATE												
	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>Annual Frequency Agreement</b>												
3-12 (Weeks) Insertions	\$309.75	\$338.65	\$415.90	\$148.00	\$63.20	\$38.30	\$75.15	\$95.05	\$51.40	A	\$47.00	\$49.00
13+ (Weeks) Insertions	295.65	317.70	390.40	147.30	62.80	37.90	73.50	93.20	49.00	A	47.00	49.00

ROP COLUMN INCH RATE												
	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>	\$240.00	\$260.00	\$321.00	\$144.00	\$63.00	\$38.00	\$74.25	\$93.85	\$50.80			

\*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