

# General Co-op Rates (Non-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>	\$321.30	\$331.10	\$415.10	\$143.50	\$64.40	\$41.30	\$77.25	\$99.15	\$54.95	A	\$34.30	\$35.70
<b>Net Annual Dollar-Volume Agreement</b>												
\$35,000	\$179.55	\$192.92	\$233.59	\$102.27	\$43.61	\$26.25	\$55.55	\$69.57	\$38.27	A	\$32.90	\$34.30
80,000	163.63	175.84	212.94	99.44	42.56	25.69	54.36	67.99	37.46	B	31.50	32.90
125,000	159.08	171.99	208.25	97.83	41.76	25.10	53.66	67.08	37.01	B	31.50	32.90
200,000	153.72	166.01	202.97	95.41	40.71	24.47	51.64	64.79	34.34	B	31.50	32.90
325,000	147.11	159.50	198.03	94.19	40.25	24.22	51.01	63.95	33.92	B	31.50	32.90
500,000	143.68	155.89	192.12	92.40	39.45	23.59	49.10	61.76	33.29	C	29.40	30.80
750,000	141.61	153.65	189.21	91.60	39.17	23.42	48.82	61.41	33.12	C	29.40	30.80
1,000,000	139.23	151.10	186.41	90.86	38.82	23.28	47.47	59.95	31.87	C	29.40	30.80

## ■ 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	\$216.83	\$237.06	\$291.13	\$103.60	\$44.24	\$26.81	\$56.28	\$70.51	\$38.76	A	\$32.90	\$34.30
13+ (Weeks) Insertions	206.96	222.39	273.28	103.11	43.96	26.53	54.83	68.92	36.48	A	32.90	34.30

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>	\$168.00	\$182.00	\$224.70	\$100.80	\$44.10	\$26.60	\$55.65	\$69.67	\$38.34			

\*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