

■ **General Preprint Guidelines**

SCHEDULING: Please note that the number of preprints we distribute in each edition of the Union-Tribune is limited, so if there's a scheduling conflict, preprints slated for full-run distribution receive priority over those scheduled for ZIP code distribution. Please check with your account manager prior to your run date for a confirmation of the number of preprints you'll need and the amount to be billed. (No preprint distribution available on Monday.)

BILLING: Preprint distribution cost will be applied toward your display advertising agreement.

Click here for the S.D.U.T Preprint Primer – A guide for Union-Tribune advertisers and printers supplying preprints.

www.utads.com/media_kit/pdf/preprint_primer.pdf

DELIVERY INSTRUCTIONS:

For Union-Tribune and Enlace distribution, ship material to:

Union-Tribune Warehouse
Attn: Production Director
5260 Anna Avenue,
San Diego, CA 92110-4007
 (619) 293-1498
 Hours: Monday-Friday 6 a.m. – 4 p.m.

For U-TMC non-subscriber distribution, ship material to:

California Community Newspapers
5091 4th Street,
Irwindale, CA 91706
 (626) 472-5222. Call for an appointment
 Hours: Mon.-Fri. 6 a.m. – 3 p.m.; Sat. 7 a.m – noon;
 Closed Sunday

For La Bolsa Azul (Mexico) distribution, ship material to:

Ad Mail
Attn: Receiving
1830 Gillespie Way, Suite #101, El Cajon, CA 92020
 (619) 276-2600
 Hours: Monday-Friday, 7:30 a.m. to 4:00 p.m.
 (Closed Saturdays, Sundays and holidays.)

PACKING INSTRUCTIONS:

Preprints should be stacked (in turns of 200 or more) on standard 3-1/2-ft x 4-ft. skids. Each skid should weigh less than 2,000 lbs. Sections should be brick stacked (interlocking) and strapped on all four sides.

MISCELLANEOUS

- Each page of preprints that's made to look like news content must have the word "Advertisement" at the top of the page.
- If you would like to get product samples in the hands of your customers, just ask your account manager
- Die-cut inserts, metal or plastic objects placed on an insert and oddly shaped pieces must be submitted in advance for approval.
- Inserts must not include postal indicia.

■ **Mexico Distribution**

"LA BOLSA AZUL" ("THE BLUE BAG")

Residents of Mexico spend an estimated \$2.9 billion each year in San Diego. Tap into that buying power with THE BLUE BAG: Every Friday, we deliver your inserts to 80,000 homes in Tijuana and 50,000 homes in Mexicali, where residents look forward to seeing "La Bolsa Azul." Since 90% of them shop in San Diego once a month or more, they find the advertisements extremely useful.

Tijuana

Single Sheet:	\$52 cpm
All other inserts:	\$92 cpm

Mexicali

Single Sheet:	\$54 cpm
All other inserts:	\$94 cpm

Delivery is verified by Eximex, the only licensed household distributor in Baja, California.

■ **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.

■ **Getaways** (Commissionable)

Runs every Sunday in the Travel section. The discounted rates are available with a signed agreement.

	COST PER COLUMN INCH	
	California/Mexico	Outside California
Open Rate	\$196.00	\$236.00
Runs 6 times	169.50	199.80
Runs 12 times	158.85	189.80
Runs 24 times	150.10	177.45
Runs 50 times	137.50	164.25

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