

General Preprint Rates

■ U-TMC

Direct Mail Non-Subscriber Program

Every Thursday/Friday, you can send your preprints to the entire county or to specific ZIP codes, via the U.S Postal Service. Just ask your account manager for details. Rates subject to change upon postal rate increase.

Schedule:	WEIGHT	(CPM)
Single Sheet:	Less than .3 oz.	\$48.50
Tab/Standard/Overweight single sheets		
Up to:	.3 oz	\$57.50
	.4 oz	62.50
	.5 oz	66.75
	.6 oz	69.00
	.7 oz	78.00
	.8 oz	84.50
	.9 oz	91.00
	1.0 oz	96.25
	1.1 oz	107.75
	1.2 oz	113.00
	1.3 oz	118.25
	1.4 oz	124.75
	1.5 oz	129.75
	1.6 oz	138.75
	1.7 oz	144.00
	1.8 oz	154.25
	1.9 oz	163.50
	2.0 oz	173.75

For additional weight over 2.0 oz., please contact your account manager.
 *Agreement advertisers receive a \$2.00 discount on single sheet inserts only.

■ MTZ Program

Micro Target Zones

Every Thursday/Friday. You can send your preprints to specific sub-zip code areas of San Diego County. This program will enable you to better target your customers. Ask your account manager for details.

Rates subject to change upon postal rate increase.
 \$7.65 per thousand surcharge.

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