

Print Plus — 50# Book Stock

- Cost includes print, distribution, creative and needed spoilage.
- Distribution minimums: Sunday paid = 30,000, daily paid and TMC = one full ZIP Code
- Minimum 15,000 order
- La Bolsa Azul, TLN and/or Enlace can be added to any order.
- Continuous or multiple drops not available. No run-outs or partial zips.
- One advertiser per piece.
- All prices are cost per thousand. Some limitations may apply.
- **Save \$1 cpm with a 24-time frequency agreement.**
- Add \$7.65 cpm surcharge to MTZ (Micro Target Zones) program



■ Option 1 – 11" x 11-3/4"

Four-color process or spot color. Image area: 10-1/2" x 11-1/4" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	250,000	500,000
1	\$57.15	\$55.05	\$54.40	\$53.05	\$51.70	\$50.60	\$49.75
2	\$59.70	\$57.40	\$56.75	\$54.15	\$52.35	\$51.10	\$50.20
3	\$61.25	\$58.85	\$57.55	\$54.75	\$52.85	\$51.60	\$50.45
4	\$61.85	\$59.40	\$58.65	\$55.60	\$53.10	\$52.65	\$51.10
5	\$63.00	\$60.45	\$59.65	\$55.90	\$53.50	\$53.05	\$51.80
6	\$64.55	\$61.85	\$61.05	\$56.70	\$53.85	\$53.30	\$52.00
7	\$65.70	\$62.90	\$62.05	\$57.25	\$54.20	\$53.55	\$52.10
8	\$66.55	\$63.70	\$62.85	\$57.40	\$54.80	\$53.95	\$52.45

■ Option 2 – 8-1/2" x 11"

Four-color process or spot color. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$51.35	\$49.70	\$49.25	\$48.85	\$48.45	\$48.10	\$47.75	\$47.35	\$47.00
2	\$53.90	\$52.10	\$51.50	\$50.75	\$50.30	\$49.45	\$49.10	\$48.70	\$48.35
3	\$55.40	\$53.45	\$52.85	\$51.70	\$51.15	\$50.30	\$50.00	\$49.60	\$49.20
4	\$56.20	\$54.15	\$53.55	\$52.45	\$51.85	\$51.15	\$50.80	\$50.45	\$50.05
5	\$58.60	\$56.40	\$55.70	\$54.40	\$53.70	\$52.00	\$51.70	\$51.30	\$50.90
6	\$59.60	\$57.30	\$56.55	\$55.25	\$54.55	\$52.85	\$52.55	\$52.15	\$51.75
7	\$62.65	\$60.10	\$59.30	\$57.95	\$57.30	\$54.00	\$53.30	\$52.70	\$52.30
8	\$65.65	\$62.85	\$62.00	\$59.90	\$58.45	\$54.80	\$53.70	\$52.90	\$52.55

■ Option 3 – 5-1/2" x 8-1/2"

Four-color process or spot color. Image area: 5" x 8" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$44.80	\$43.75	\$43.20	\$43.10	\$42.85	\$42.70	\$42.50	\$42.35	\$42.15
2	\$45.85	\$44.80	\$44.45	\$44.05	\$43.85	\$43.45	\$43.30	\$42.90	\$42.60
3	\$46.65	\$45.50	\$45.15	\$44.55	\$44.30	\$43.85	\$43.65	\$43.55	\$43.30
4	\$47.45	\$46.20	\$45.45	\$44.95	\$44.60	\$44.30	\$44.15	\$43.90	\$43.65
5	\$48.70	\$47.30	\$46.55	\$45.95	\$45.55	\$44.70	\$44.55	\$44.40	\$44.15
6	\$50.00	\$48.60	\$47.00	\$46.30	\$46.00	\$45.15	\$45.00	\$44.80	\$44.55
7	\$51.80	\$50.25	\$49.10	\$47.70	\$47.40	\$45.70	\$45.40	\$45.15	\$44.95
8	\$52.55	\$50.85	\$49.75	\$50.30	\$48.70	\$46.45	\$45.75	\$45.45	\$45.15

The San Diego Union-Tribune

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