

Print Plus — 60# Matte 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 4 – 8-1/2" x 11"

Four-color process. Spot color available for the back side. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	\$73.05	\$67.85	\$59.45	\$56.70	\$55.65	\$55.40	\$54.95	\$54.05	\$52.75
2	\$75.20	\$70.85	\$61.00	\$57.50	\$56.00	\$55.65	\$55.15	\$54.20	\$52.90
3	\$77.40	\$73.75	\$62.60	\$58.40	\$56.55	\$55.85	\$55.30	\$54.40	\$53.10
4	\$79.55	\$76.75	\$64.30	\$59.40	\$57.05	\$56.00	\$55.45	\$54.60	\$53.25
5	\$82.95	\$79.95	\$66.10	\$60.45	\$57.55	\$56.20	\$55.65	\$54.80	\$53.45
6	\$86.25	\$83.05	\$67.75	\$61.15	\$58.10	\$56.50	\$55.80	\$55.00	\$53.60
7	\$86.40	\$85.80	\$69.45	\$62.05	\$58.60	\$56.75	\$56.10	\$55.20	\$53.85
8	\$96.55	\$94.65	\$74.10	\$64.45	\$59.80	\$57.55	\$56.75	\$55.40	\$54.00

■ Option 5 – 11" x 11-3/4"

Four-color process. Spot color available for the back side. 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	\$70.95	\$68.85	\$68.40	\$62.85	\$61.15	\$60.90	\$57.95
2	\$71.75	\$70.05	\$69.25	\$63.65	\$61.60	\$61.15	\$58.15
3	\$72.40	\$70.70	\$70.00	\$64.50	\$62.15	\$61.40	\$58.35
4	\$73.25	\$70.75	\$70.75	\$65.35	\$62.75	\$61.60	\$58.55
5	\$77.45	\$74.75	\$72.70	\$66.45	\$63.30	\$61.80	\$58.80
6	\$79.60	\$76.65	\$74.50	\$67.25	\$63.90	\$62.15	\$59.00
7	\$81.70	\$78.60	\$76.40	\$68.25	\$64.45	\$62.45	\$59.20
8	\$87.25	\$83.90	\$81.50	\$69.80	\$65.80	\$63.30	\$59.40

■ Option 6 – Size 11" x 17" folded to 8" x 11"

Image Area: 10.5" x 16.5"

COLORS	15,000	20,000	25,000	50,000	100,000	200,000	300,000	400,000	500,000
1	99.65	98.55	97.60	96.90	95.05	93.75	92.85	90.50	90.10
2	100.10	98.95	98.05	97.35	95.50	94.20	93.25	90.90	90.50
3	102.80	101.70	99.30	99.05	96.65	95.20	94.20	91.90	91.50
4	114.30	113.20	104.20	101.60	98.30	96.60	95.65	93.15	92.75
5	118.60	116.95	106.50	102.70	98.70	97.20	96.25	93.70	93.30
6	123.25	121.55	108.70	104.20	99.50	97.25	96.85	94.25	93.85
7	126.60	124.45	112.30	107.75	102.15	99.55	98.65	96.00	95.60
8	136.55	133.55	119.75	113.90	105.80	101.60	100.45	97.90	97.45

The San Diego Union-Tribune

To advertise, call (619) 299-3131 • (800) 244-6397 ext.1544

P.O. Box 120191, San Diego, CA 92112-0191

www.utads.com