

Retail Enlace *(Weekly Spanish-language publication)*

■ **Enlace Rates**

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Non-Agreement	\$34.00	A	\$33.00
\$2,500	28.20	A	29.00
5,000	26.00	A	29.00
15,000	24.30	A	29.00
25,000	21.50	B	28.00
100,000	20.35	B	28.00
175,000	19.25	C	27.00
275,000	18.10	C	27.00

Contract levels not shown above qualify for the next smallest commitment level.

■ **Pick-up Rates**

Repeat your Union-Tribune ad in Enlace within 10 days at your agreement rate or a 30% discount on the Enlace Open Rate, whichever is lower. The 30% discount also applies to color charges.

■ **ROP Color Rates**

One color	\$340.00
Two colors	500.00
Four colors	575.00

■ **Enlace Preprint Rates**

	(Cost Per Thousand)		
	A Schedule	B Schedule	C Schedule
4-Page Tab	\$36.50	\$33.50	\$31.50
6-Page Tab	38.50	35.50	33.50
8-Page Tab	48.50	45.50	43.50
10-Page Tab	56.50	53.50	51.50
12-Page Tab	59.50	56.50	53.50
14-Page Tab	63.00	61.00	58.00
16-Page Tab	67.00	63.00	60.00
18-Page Tab	71.00	67.00	64.00
20-Page Tab	74.00	70.00	67.00

Standard = 2 X tab page count (i.e. 6-page standard = 12-page tab). For preprint with more pages than listed above, add the following per cpm for schedule indicated.

Schedule A) +\$5 per 2 tab pages

Schedule B) +\$4 per 2 tab pages

Schedule C) +\$3 per 2 tab pages

■ **Enlace Charity/Non-Profit Rate**

Non-profit rates are reserved for organizations with government approved non-profit status.

Cost Per Column Inch	\$19.25
----------------------	---------

■ **Ad Dimensions**

STANDARD-PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

■ **Deadlines**

Space reservation and copy for proof: Monday at 3 p.m. Camera-ready artwork: Tuesday at 5 p.m. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

■ **Cancellations**

Display Ads: noon PST, Monday prior to publication.

■ **Send your ads online via AdDesk**

AdDesk is a service designed to send your ads via the internet. For instructions on setting up your digital files and sending your ad, go to www.utads.com and click on AdDesk.

■ **Materials for preparing ads**

Guidelines to produce and send digital ads are available online at www.utads.com.

- 85-through 100-line screen required.
- Screened area should be between 20% and 80%
- Please note there is a 35% dot gain on press.
- Reverses: solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- Reverse type should not be less than 14-point sans serif.

For more information go online at www.utads.com or call your account manager.

■ **Translations and production**

Enlace provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

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