

Retail Preprint Rates

■ **Daily and Sunday Preprints** (Inserted in the Union-Tribune)

	(CPM) OPEN DAILY	(CPM) OPEN SUNDAY	COST PER THOUSAND					
			A DAILY	A SUNDAY	B DAILY	B SUNDAY	C DAILY	C SUNDAY
Single Sheet (2 pages)	\$34.00	\$36.00	\$30.00	\$32.00	\$29.00	\$31.00	\$28.00	\$30.00
	Tab Pages	Std. Pages						
	4	2	\$37.00	\$40.00	\$34.00	\$37.00	\$32.00	\$35.00
	6		39.00	42.00	36.00	39.00	34.00	37.00
	8	4	49.00	52.00	46.00	49.00	44.00	47.00
	10		57.00	60.00	54.00	57.00	52.00	55.00
	12	6	60.00	63.00	57.00	60.00	54.00	57.00
	14		64.00	67.00	62.00	65.00	59.00	62.00
	16	8	68.00	71.00	64.00	67.00	61.00	64.00
	18		72.00	75.00	68.00	71.00	65.00	68.00
	20	10	75.00	78.00	71.00	74.00	68.00	71.00
	22		80.00	83.00	75.00	78.00	71.00	74.00
	24	12	83.50	86.50	77.50	80.50	72.50	75.50
	26		88.50	91.50	81.50	84.50	75.50	78.50
	28	14	93.50	96.50	85.50	88.50	78.50	81.50
	30		98.50	101.50	89.50	92.50	81.50	84.50
	32	16	103.50	106.50	93.50	96.50	84.50	87.50
	34		108.50	111.50	97.50	100.50	87.50	90.50
	36	18	113.50	116.50	101.50	104.50	90.50	93.50
	38		117.50	120.50	104.50	107.50	92.50	95.50
	40	20	122.50	125.50	108.50	111.50	95.50	98.50

For preprints with more pages than listed above, add the following per cpm for schedule indicated.

Schedule A) +\$5.00 per 2 tab pgs., +\$10.00 per 2 standard pgs.

Schedule B) +\$4.00 per 2 tab pgs., +\$8.00 per 2 standard pgs.

Schedule C) +\$3.00 per 2 tab pgs., +\$6.00 per 2 standard pgs.

Minimum quantity: Purchase of one ZIP Code Daily; 30,000 per version in Sunday's paper

Bonus Days: Sunday circulation quantities are in effect for January 1, February 18, May 26, July 4, August 19, September 1, October 13, November 10, 27 & 28, December 25.

Full Run Preprint Distribution earns \$1.00 cpm discount off the above rates (excludes Single Sheets). No distribution available on Monday.

The San Diego Union-Tribune

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