

# Retail 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.	\$35.00*
<b>Tab/Standard/Overweight single sheets</b>		
Up to:	.3 oz	\$41.75
	.4 oz	43.00
	.5 oz	50.25
	.6 oz	53.25
	.7 oz	60.75
	.8 oz	65.50
	.9 oz	70.75
	1.0 oz	75.50
	1.1 oz	84.00
	1.2 oz	89.25
	1.3 oz	93.00
	1.4 oz	98.00
	1.5 oz	102.75
	1.6 oz	110.00
	1.7 oz	114.00
	1.8 oz	122.75
	1.9 oz	130.50
	2.0 oz	139.00

For additional weight over 2.0 oz., please contact your account manager.  
\*Agreement advertisers receive a \$4.00 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.  
\$6.50 per thousand surcharge.

**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