

2008 RETAIL RATES

■ Retail Preprint Guidelines

SCHEDULING: Please note that the number of preprints we distribute in each edition of the Union-Tribune is limited, so if there's a scheduling conflict, preprints slated for full-run distribution receive priority over those scheduled for ZIP code distribution. Please check with your account manager prior to your run date for a confirmation of the number of preprints you'll need and the amount to be billed. (No preprint distribution available on Monday.)

BILLING: Preprint distribution cost will be applied toward your display advertising agreement.

SPECIFICATIONS:

Sizes: Minimum size: 5" x 7"

Single Sheets: Two-sided piece, unfolded

*Maximum size: 11" x 12" (for larger sizes, please call account manager)

Paper Stock:

- Single sheet:
70# bond offset (.005)
100# coated (.005)

- Four-page tabloid: 30# stock minimum

Preprints not meeting minimum specifications may be subject to additional handling charges.

Material Deadlines:

- Sunday in-paper distribution: 10 days prior
- Daily in-paper distribution: 7 days prior
- U-TMC mail distribution: 7 days prior
- Mexico distribution: 7 days prior

DELIVERY INSTRUCTIONS:

For Union-Tribune and Enlace distribution, ship material to:

Union-Tribune Warehouse
Attn: Production Director
5260 Anna Avenue,
San Diego, CA 92110-4007
 (619) 293-1498
 Hours: Monday-Friday 6 a.m. – 4 p.m.

For U-TMC non-subscriber distribution, ship material to:

California Community Newspapers
5091 4th Street,
Irwindale, CA 91706
 (626) 472-5222. Call for an appointment
 Hours: Monday-Friday 6 a.m. – 3 p.m.; Saturday 7 a.m – noon;
 Closed Sunday

For La Bolsa Azul (Mexico) distribution, ship material to:

Ad Mail
Attn: Receiving
1830 Gillespie Way, Suite #101, El Cajon, CA 92020
 (619) 276-2600
 Hours: Monday-Friday, 7:30 a.m. to 4:00 p.m.
 (Closed Saturdays, Sundays and holidays.)

PACKING INSTRUCTIONS:

Preprints should be stacked (in turns of 200 or more) on standard 3-1/2-ft. x 4-ft. skids. Each skid should weigh less than 2,000 lbs. Sections should be brick stacked (interlocking) and strapped on all four sides.

MISCELLANEOUS

- Each page of preprints that's made to look like news content must have the word "Advertisement" at the top of the page.
- If you would like to get product samples in the hands of your customers, just ask your account manager.
- Die-cut inserts, metal or plastic objects placed on an insert and oddly shaped pieces must be submitted in advance for approval.
- Inserts must not include postal indicia.

■ ROP Color Rates

Increase your sales with color.

	DAILY	SUNDAY
One color & black	\$1,540	\$1,860
Two colors & black	2,395	2,910
Three colors & black	2,835	3,375

Flat charges for color are in addition to the space charges at the applicable black and white rates. Such charges cover color ads from 1 column inch to a full page. **Double trucks with color on both pages carry a color charge for each page.**

COLOR FREQUENCY DISCOUNTS FOR FULL-RUN ADS

Enjoy colorful savings. By agreement; for color surcharges only.

Yearly Agreement	Discount
10 color ads	5%
25 color ads	7%
50 color ads	10%
75 color ads	12%

■ Zone Color Rates

One color and black	DAILY	SUNDAY
Central Zone	\$885	n/a
East Zone	400	n/a
South Zone	315	n/a
North Zones	595*	\$685*
North Inland or Coastal Zones	455*	n/a

Full color	DAILY	SUNDAY
Central Zone	\$1,635	n/a
East Zone	695	n/a
South Zone	500	n/a
North Zones	1,080*	\$1,220*
North Inland or Coastal Zones	840*	n/a

*Includes both Union-Tribune and Today's Local News distribution.

■ Retail Group Rates

Available for advertising in special sections or theme pages.

	MON-WED	THUR-SAT	SUNDAY
Rate	\$136.20	\$150.80	\$185.25

■ Preprinted Polybags

Single retail advertiser distribution rate.

	DAILY	SUNDAY
Cost per thousand	\$67.00	\$73.00

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