

# Print Plus — 50# Book 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 \$6.50 cpm surcharge to MTZ (Micro Target Zones) program



## ■ Option 1 – 11" x 11-3/4"

Four-color process or spot color. 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	\$41.25	\$39.75	\$39.30	\$38.10	\$36.90	\$35.90	\$35.15
2	\$43.55	\$41.90	\$41.40	\$39.10	\$37.45	\$36.35	\$35.55
3	\$44.80	\$43.05	\$42.15	\$39.60	\$37.90	\$36.80	\$35.75
4	\$45.45	\$43.65	\$43.10	\$40.40	\$38.10	\$37.70	\$36.35
5	\$46.45	\$44.55	\$43.95	\$40.65	\$39.40	\$38.10	\$37.00
6	\$47.85	\$45.85	\$45.25	\$41.35	\$39.85	\$38.30	\$37.15
7	\$48.80	\$46.70	\$46.10	\$43.10	\$41.35	\$38.50	\$37.25
8	\$49.60	\$47.45	\$46.80	\$44.85	\$42.65	\$40.70	\$38.05

## ■ Option 2 – 8-1/2" x 11"

Four-color process or spot color. Image area: 8" x 10-1/2" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$36.15	\$34.95	\$34.65	\$34.30	\$33.95	\$33.60	\$33.25	\$32.90	\$32.55
2	\$37.85	\$36.55	\$36.15	\$35.45	\$35.05	\$34.30	\$34.00	\$33.65	\$33.30
3	\$39.10	\$37.75	\$37.35	\$36.30	\$35.80	\$35.05	\$34.75	\$34.45	\$34.05
4	\$39.80	\$38.40	\$37.95	\$37.00	\$36.45	\$35.80	\$35.55	\$35.20	\$34.85
5	\$41.95	\$40.40	\$39.90	\$38.70	\$38.10	\$36.60	\$36.30	\$35.95	\$35.60
6	\$42.85	\$41.20	\$40.65	\$39.50	\$38.85	\$37.35	\$37.05	\$36.70	\$36.35
7	\$45.55	\$43.65	\$43.10	\$41.90	\$41.25	\$38.35	\$37.75	\$37.20	\$36.85
8	\$48.20	\$46.15	\$45.50	\$43.65	\$42.30	\$39.05	\$38.10	\$37.40	\$37.05

## ■ Option 3 – 5-1/2" x 8-1/2"

Four-color process or spot color. Image area: 5" x 8" no bleed.

COLORS	15,000	20,000	25,000	75,000	125,000	200,000	300,000	400,000	500,000
1	\$30.75	\$30.05	\$29.65	\$29.50	\$29.30	\$29.20	\$28.95	\$28.80	\$28.60
2	\$31.40	\$30.65	\$30.40	\$30.10	\$29.85	\$29.50	\$29.40	\$29.05	\$28.75
3	\$32.10	\$31.30	\$31.05	\$30.50	\$30.25	\$29.85	\$29.70	\$29.60	\$29.40
4	\$32.70	\$31.80	\$31.30	\$30.85	\$30.55	\$30.25	\$30.15	\$29.95	\$29.70
5	\$33.80	\$32.80	\$32.30	\$31.75	\$31.40	\$30.65	\$30.50	\$30.35	\$30.15
6	\$34.35	\$33.35	\$32.70	\$32.10	\$31.80	\$31.05	\$30.90	\$30.70	\$30.50
7	\$36.50	\$35.35	\$34.60	\$33.35	\$33.05	\$31.55	\$31.25	\$31.05	\$30.85
8	\$37.10	\$35.95	\$35.15	\$34.50	\$34.25	\$32.20	\$31.60	\$31.30	\$31.05

**The San Diego Union-Tribune**

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