

Cruise Destinations

Capitalize on San Diego's ocean devotion

More than 330,464 San Diego adults set sail aboard a cruise ship within the past three years. And they spend approximately \$46.5 million on cruise line fares per year.

Five special Sundays will put your best prospects on board

On five Sundays this year, the Union-Tribune's Travel section's theme will focus on cruising: twice devoted to cruises in Mexico and three times to Caribbean cruises. One ad in the Sunday Union-Tribune will put you on-board to reach more than a million readers – and approximately 55 percent of the San Diego adults who took a cruise in the past three years.

The more you run, the more you save

Buy one ad (minimum 10"), and you'll save each time it runs: 2nd issue = 20% discount
• 3rd issue = 30% discount • 4th issue = 40% discount. Discounts apply to color also.
• Individual contract rates apply or the \$50,000 national group rate, whichever is lowest.

2006 PUBLICATIONS	SPACE-RESERVATION DEADLINE	CAMERA-READY DEADLINE
Sunday, February 5	Monday, January 30	Tuesday, January 31
Sunday, May 7	Monday, April 24	Tuesday, April 25
Sunday, July 9	Monday, July 3	Tuesday, July 5
Sunday, October 8	Monday, October 2	Tuesday, October 3
Sunday, December 17	Monday, December 11	Tuesday, December 12



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