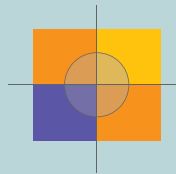


# Reach your best prospects with Micro Target Zones



**W**hen you need real precision to cost-effectively reach your best customers within a targeted area, rely on the Union-Tribune's Micro Target Zones (MTZ). That's because the U-T's MTZ technology digs deep to identify your top prospects at a sub-ZIP code level, getting your message to your targets. Precisely.

The San Diego  
**Union-Tribune.**



Contact your Union-Tribune account manager,  
or John Fields at (619) 293-1536.

- Target more precisely
- Improve return on investment
- Target geographically or demographically
- 280 MTZs to select from
- Average MTZ size = 3,500 households
- Comprised of contiguous newspaper carrier routes that share demographic similarities
- Ability to select smaller geographic areas in the TMC for desired demographics
- Available in the TMC beginning Friday, March 2, 2007
- All deadlines remain the same as current TMC program.