

Guide the elderly to carefree living

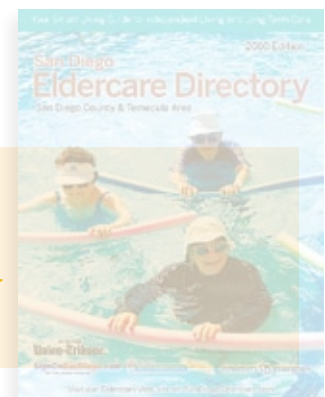
Caring for aging parents is one of the most difficult tasks an adult can face. The annual **San Diego Eldercare Directory** can ease the pain and relieve the stress associated with the task. With articles that provide useful information for the elderly and their families, in addition to an abundance of relevant listings sorted by category, the Eldercare Directory is considered an “invaluable resource” for local caregivers.

The **16th edition of the Eldercare Directory** will include color on every page, creating a bright, new look for this price-less guide. In October 2011, 65,000 copies of the 2012 Eldercare Directory will be distributed strategically around San Diego County. They will be available, free of charge, at senior community centers, pharmacies, local hospitals, local health fairs, community conferences, medical centers, San Diego County Libraries and all Union-Tribune offices. The directory will be a perfect-bound book with a full-color, glossy cover.

Be a source of comfort for San Diegans and their relatives

as they prepare for one of the most challenging times of their lives. Reserve your space in by contacting your Union-Tribune account manager or calling **(619) 293-2163** or **(760) 752-6720** in the **North County**.

SAN DIEGO
Eldercare
Directory
2012 EDITION



Publishes Oct. 2011

Space Reservation deadline: **Monday, August 15**

Ad content deadline: **Thursday, September 1**

Digital art deadline: **Thursday, September 1**

THE SAN DIEGO
U-T
UNION-TRIBUNE

Call your Account Manager or (619) 293-2163 or (760) 752-6720 in the North County for advertising information.

SAN DIEGO Eldercare Directory 2012 EDITION

Distribution

65,000 copies of the 16th edition of the Eldercare Directory will be published and strategically distributed around San Diego County. They will be available, free of charge, at senior community centers, pharmacies, local hospitals, local health fairs, community conferences, medical centers, San Diego County Libraries and all Union-Tribune offices. The 2012 directory will be a perfect-bound book with a full-color, glossy cover and will include color on every page. It will be distributed in October 2011.

Rates and Ad Sizes

PRINT RATES

Early Bird Rates (Space reservation no later than 6/17/11)

Full Price Rates

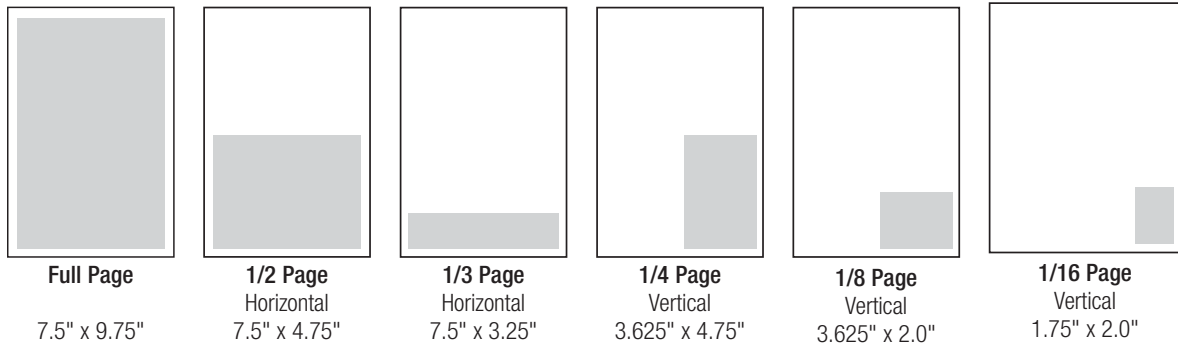
Ad Size	Book Only Rate	Online Client* Rate	Book Only Rate	Online Client* Rate
Full Page.....	\$5,618	\$4,121	\$5,899	\$4,327
1/2 Page Horizontal.....	\$3,281	\$2,468	\$3,445	\$2,591
1/3 Page Horizontal.....	\$2,546	\$1,811	\$2,673	\$1,902
1/4 Page Vertical.....	\$1,990	\$1,444	\$2,090	\$1,516
1/8 Page Vertical.....	\$1,628	\$1,103	\$1,709	\$1,158
1/16 Page Vertical.....	\$1,270	\$860	\$1,334	\$903
Front Pg Strip Ad.....	\$2,488	\$1,805	\$2,612	\$1,895
Puzzle Pg Strip Ad.....	\$2,737	\$1,986	\$2,874	\$2,085
Glossy Premium Positions:				
Back Page.....	\$12,000	\$9,000	\$12,600	\$9,450
Inside F/B Cover.....	\$7,800	\$5,850	\$8,190	\$6,143
Multiple Category Pick-up 25% discount on 2nd+ category pick-up for display ads only				
Yellow Listing Highlight \$49 per listing				
Additional Category Listings \$49 per listing				

Deadline

Space Reservation: **Monday, August 15**

Ad Content: **Thursday, September 1**

Digital Art: **Thursday, September 1**



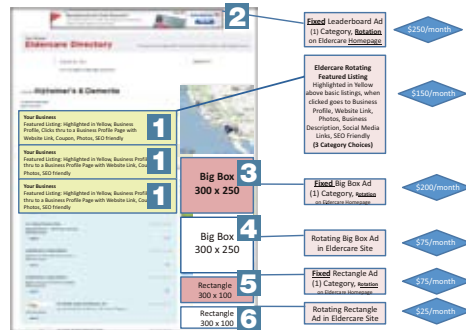
*ONLINE RATES

Ad Unit

Monthly Fee

- (1) Featured Business Rotating Directory Listing..... \$150
- (2) Leaderboard Category Sponsorship..... \$250
- (3) Big Box Category Sponsorship..... \$200
- (4) Rotating Big Box Category Sponsorship..... \$75
- (5) Rectangle Category Sponsorship..... \$75
- (6) Rotating Rectangle Banner..... \$25

ELDERCARE YEAR-ROUND GUIDE



Call your Account Manager or (619) 293-2163 or (760) 752-6720 in the North County for advertising information.