



Capitalize on San Diegans' ocean devotion

More than 335,195 San Diego adults set sail aboard a cruise ship within the past three years. And they spend approximately \$53.9 million per year on cruise line fares.

put you onboard to reach 890,694 readers – and approximately 51 percent of the San Diego adults who took a cruise in the past three years.

Five special Sundays will put your best prospects onboard

On five Sundays this year, the Union-Tribune's Travel section's theme will focus on cruising destinations, depending on the season.

One ad in the Sunday Union-Tribune will



The more you run, the more you will 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 general group rate, whichever is lowest.

2009 PUBLICATIONS	SPACE-RESERVATION DEADLINE	CAMERA-READY DEADLINE
Sunday, February 1	Monday, January 26	Tuesday, January 27
Sunday, May 10	Monday, May 4	Tuesday, May 5
Sunday, July 26	Monday, July 20	Tuesday, July 21
Sunday, October 18	Monday, October 12	Tuesday, October 13
Sunday, December 13	Monday, December 7	Tuesday, December 8

The San Diego
Union-Tribune.

To advertise, call Don Sciascia (619) 293-1437
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