

Bring tourists to Hawaii

San Diego is your ticket to paradise

Say aloha to a hot market. Of the more than 1.3 million San Diego adults who traveled outside the continental U.S. in the past three years, 332,377 visited Hawaii. So here's your chance to remind them why they love the Islands, and entice them with your special offerings for 2009.

Six special Sundays to reach your best prospects

Six times each year, the Union-Tribune's Sunday Travel section puts the spotlight on the islands. With its feature story, photos and eye-catching banner, the Hawaii Theme Page is the perfect place for your ad to reach its target audience. One Sunday issue of the Union-Tribune reaches 890,694 San Diegans. And with a median household income of \$70,970, they can afford to travel.

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 general group rate, whichever is lowest.

2009 PUBLICATIONS	SPACE-RESERVATION DEADLINE	CAMERA-READY DEADLINE
Sunday, February 22	Monday, February 16	Tuesday, February 17
Sunday, March 22	Monday, March 16	Tuesday, March 17
Sunday, April 26	Monday, April 20	Tuesday, April 21
Sunday, August 23	Monday, August 17	Tuesday, August 18
Sunday, October 11	Monday, October 5	Tuesday, October 6
Sunday, November 22	Monday, November 16	Tuesday, November 17

The San Diego
Union-Tribune.

To advertise, call Don Sciascia

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