

The San Diego Union-Tribune

2021 ADVERTISING RATES



SanDiegoUnionTribune.com

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Contacts

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Addresses

SAN DIEGO

The San Diego Union-Tribune
600 B Street, Suite 1201,
San Diego, CA 92101
619-299-3131
M-F 8:00 a.m. to 5:00 p.m.

P.O. BOX

The San Diego Union-Tribune
P.O. Box 120191
San Diego, CA 92112-0191

SAN MARCOS

The San Diego Union-Tribune
1152 Armormite Dr.,
San Marcos, 92069
760-529-4818
M-F 8:00 a.m. to 5:00 p.m.

General Advertising



SanDiegoUnionTribune.com

General advertising rates apply to businesses located outside of the San Diego area.
These rates are commissionable to designated agencies.

Commission & Terms of Payment

Agency Commission: Bonafide accredited advertising agencies receive a 15 percent commission. This also applies to color premium charges. We do not offer cash discounts. Payment is due with the order unless credit is established. All advertising accepted on a credit basis due and payable according to the terms stated on the invoice.

POLICY

General advertising rates apply to display advertisers outside of the San Diego DMA and to any classification deemed by the publisher to be "general" in nature. The following are examples deemed by the publisher to be general:

- All advertising placed by retail firms that do not have an outlet located within the newspaper's designated retail market area
- Amusement /theme parks located outside San Diego DMA
- Book publishers
- Credit Cards
- Educational institutions with no campuses in the San Diego DMA
- National factory automotive
- Freight delivery and mail service
- Financial
- Insurance companies, health plans/HMOs
- Investment accounts
- Legal display ads
- Mail order
- Manufacturers, wholesalers, brokers, distributors and dealer associations
- Media advertising, national/network radio, television, cable programmers, newspapers, magazines, print and electronic media directories, direct mail, information service providers, online services, Web site advertising
- National associations, fraternal organizations, trade unions
- Oil and energy, defense, high tech, government
- Public utilities
- Recruitment (help wanted), display advertising published outside of the classified pages (see Employment rate book)
- Sports teams outside San Diego DMA
- State and national political/advocacy advertising, public policy
- Telecommunications, including local phone service, long-distance service, dot.com, Internet providers
- Tobacco, liquor, health, and beauty aids, food products, packaged goods, pharmaceuticals
- Transitory seminars, traveling shows, lectures and conventions
- Transportation and travel suppliers, airlines, hotels, and resorts, cruise lines, cruising services, tour operators, tourist boards, interstate bus lines, railroads, and vehicle rentals outside San Diego DMA.

1. Position orders: We will attempt to place advertisements in line with your preference, but as advertising positions are not guaranteed; we can make no adjustments if and when a position request is not fulfilled. We cannot accept advertising orders which direct an ad to be omitted if not run in a special position or on a designated page.
2. Display advertisement set to resemble news content will be labeled "ADVERTISEMENT".
3. Liability for errors: The San Diego Union-Tribune is liable for errors in advertisements only when it fails to correct errors plainly marked by the advertiser on the proof and returned to the office by the designated proof return deadline. Our liability then shall be limited to the actual cost of the portion of the advertisement occupied by the error. The San Diego Union-Tribune reserves the right to adjust in full any error or failure to publish by running a corrected version of the ad as your sole and exclusive remedy. All ads are subject to approval and acceptance by the publisher. The San Diego Union-Tribune reserves the right to request changes to ad copy. The San Diego Union-Tribune reserves the right to cancel any ad at any time. All ads are subject to credit approval.
4. Solid reverses must be screened to 80% tone if they occupy more than 30% of the entire ad (on ads 6 column-inches or larger).
5. General rates are commissionable to recognized agencies.
6. The San Diego Union-Tribune reserves the right to revise its advertising rates at any time upon 30 days written notice. Advertising agreements accepted are subject to this reservation.
7. The advertiser may cancel his or her advertising agreement without an adjustment charge on the date the new or higher rates become effective, provided written notice of such a cancellation is given to The San Diego Union-Tribune before said date.
8. Advertisers with ads measuring at least five column-inches may receive proof delivery.

General Display Advertising Rates (commissionable)

DOLLAR-VOLUME/FREQUENCY AGREEMENTS

The more you run, the more you save! Take advantage of these rates with a signed agreement.

FULL Cost Per Column Inch		Mon-Wed	Thur-Sat	Sunday
OPEN		\$210	\$250	\$280
Annual Frequency Dollar-Volume Agreement				
3x	\$25,000	\$160	\$170	\$190
6x	\$50,000	\$150	\$160	\$180
12x	\$100,000	\$140	\$150	\$170
26x	\$150,000	\$130	\$140	\$160
52x	\$200,000+	\$120	\$130	\$150

SUNDAY ONLY Cost Per Column Inch		Metro	North
OPEN		\$201	\$108
Annual Frequency Dollar-Volume Agreement			
3x	\$25,000	\$136	\$74
6x	\$50,000	\$129	\$70
12x	\$100,000	\$122	\$66
26x	\$150,000	\$115	\$62
52x	\$200,000+	\$108	\$58

PREPRINTS Cost Per Thousand Single Sheet			Thur/Sun \$44
Tab Pages		Standard pages	
4		2	\$52
8		4	\$55
12		6	\$67
16		8	\$75
20		10	\$84
+\$3 per 2 tab pages, +\$6 per 2 standard pages			
Minimum quantity: Purchase of one ZIP Code Daily; 30,000 per version in Sunday's paper.			
Premium Days: March 28, April 25, August 15, November 21, December 26. Bonus Day: November 25			

FREQUENCY BASED ON THE FOLLOWING:

(Minimum 6" required per ad.)

- 3 ads within 6 consecutive weeks
- 6 ads within 12 consecutive weeks
- 12 ads within 26 consecutive weeks
- 26 ads within 52 consecutive weeks
- 52 ads within 52 consecutive weeks

FULL-RUN FREQUENCY PROGRAM

You qualify for our frequency discount program when your ad runs multiple times in the same calendar week (Sun. through Sat.)

Discount:

- 1st ad - regular price
- 2nd ad - 20% discount
- 3rd ad - 30% discount
- 4th & subsequent ads - 40% discount

Qualifiers:

- 6" minimum ad-size required.
- The same ad, without art or copy changes, must run the entire week.
- Ads running on Sunday are always full price.
- Discount opportunities also apply to color costs.

The following items apply to both Dollar-Volume & Frequency Agreements:

1. Miscellaneous charges do not count toward the Dollar-Volume Agreement (i.e., printing charges, postage charges, solo-mail charges, transportation charges, split-run charges, surcharges, etc.)
2. Frequency agreement insertions are based on the calendar week.
3. **Bonus/Premium Day Distribution:** Certain days are designated as Bonus/Premium Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP rates will apply.
Premium Days: March 28, April 25, August 15, November 21, December 26.
Bonus Day: November 25:

Local Advertising

The San Diego Union-Tribune
The Californian Local
SUNDAY • APRIL 11, 2021

A YEAR WITHOUT POWWO
Pandemic robs area indigenous groups of celebrations, a hit to economic, health and culture

Video Tributes
now included with an obituary notice in The San Diego Union-Tribune

The San Diego Union-Tribune
THURSDAY • APRIL 1, 2021

15 YEARS IN PRISON FOR CHAMPION-CA
She receives maximum penalty from judge for nearly \$400M fraud

VARIANT GAINING QUICKLY
8.1.17 could account for most new coronavirus cases by May

FANS 'HUNGRY FOR MORE'
As pandemic lessens and expectations soar, loaded Padres roster excites city

BIDEN DETAILS \$2T PLAN TO REBUILD INFRASTRUCTURE
Proposal draws fire for state reliance on corporate tax boost

RETURNING TO STAGE?
Live shows, touring, and more

CASA DE REYES
Live Entertainment 19 Unique Shops Luau Gardens
Old Town FiestaDeReyes.com

The San Diego Union-Tribune
LOCAL
SUNDAY • MAY 16, 2021

WATER USAGE DOWN SHARPLY IN S.D.
In 2020, 57 billion gallons less than 2019

SELLER PUSHES ON
City seeks to create victory for 2020 hotel tax hike increase

CONCERN RISES WITH INFLUX OF VISITORS
Rampers worry about damage caused at Penitents Canyon

DEBATE
Rampers worry about damage caused at Penitents Canyon

SanDiegoUnionTribune.com

Local advertising rates apply to businesses whose only business locations are inside San Diego County.

Retail Dollar-Volume Advertising Rates (Non-Commissionable)

The more you run, the more you save! Take advantage of these rates with a signed agreement.

FULL Cost Per Column Inch		Mon-Wed	Thur-Sat	Sunday
OPEN		\$150	\$175	\$200
Annual Frequency Dollar-Volume Agreement				
3x	\$25,000	\$110	\$115	\$125
6x	\$50,000	\$100	\$105	\$110
12x	\$100,000	\$95	\$100	\$105
26x	\$150,000	\$90	\$95	\$100
52x	\$200,000+	\$80	\$85	\$90

SUNDAY ONLY Cost Per Column Inch		Metro	North
OPEN		\$143	\$77
Annual Frequency Dollar-Volume Agreement			
3x	\$25,000	\$90	\$49
6x	\$50,000	\$79	\$43
12x	\$100,000	\$76	\$41
26x	\$150,000	\$72	\$39
52x	\$200,000+	\$65	\$35

FREQUENCY BASED ON THE FOLLOWING:

(Minimum 6" required per ad.)

- 3 ads within 6 consecutive weeks
- 6 ads within 12 consecutive weeks
- 12 ads within 26 consecutive weeks
- 26 ads within 52 consecutive weeks
- 52 ads within 52 consecutive weeks

NON-PROFIT RATES

ELIGIBILITY REQUIREMENTS: Non-profit rates are reserved for bonafide non-profit organizations. To establish eligibility, the organization must make a written request to the advertising manager, describing the nature of the organization and the function to be advertised. Please include the government approved form for non-profit status.

LOCAL NON-PROFIT RATE

ANY DAY

NORTH ZONE

Cost Per Column Inch

\$65

\$31

Full-Run Frequency Program

You qualify for our **frequency discount program** when your ad runs in the same calendar week multiple times (Sunday through Saturday.)

Discount:

- 1st ad - regular price
- 2nd ad - 20% discount
- 3rd ad - 30% discount
- 4th and subsequent ads - 40% discount

Qualifiers:

- 6-inch minimum ad-size required.
- The same ad, without art or copy changes, must run the entire week.
- Ads running on Sunday are always full price.

Bonus/Premium Day Distribution:

Certain days are designated as Bonus/Premium Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP rates will apply.

Premium Days: March 28, April 25, August 15, November 21, December 26.

Bonus Day: November 25

Special Opportunities

GUARANTEED POSITIONS

Know exactly where your ad will run. Contact your account manager for more information on guaranteed positions.

There is a 20% premium upcharge.

■ Page A-2

By reservation only. Commissionable premium: add \$25 per column inch Thursday through Sunday. Add \$10 per column inch Monday through Wednesday. Check for availability of sizes and guidelines.

■ Page A-3

■ Section fronts

■ Comics/Spadeas/Fly Sheets/Gatefolds

SUNDAY COMICS

The Sunday Comics are one of the newspaper's best-read sections. Advanced deadlines apply.

POLITICAL AND ADVOCACY RATES

Federal and state regulations apply to political and advocacy advertisements. The words "Paid Political Advertisement" will appear directly above each ad on every other column, in agate-size type. Pre-payment is required for your ad. All rates are based on an earned program basis on either the general or retail rate card based on commissionable or non-commissionable.

SPADEA

Make your advertising front page news! Unique opportunity to wrap a full-colored 3-page broadsheet around a section of the newspaper.

SIZE: 387 column inches

PREFERRED MATERIAL: Progressive repro proofs. 85-to-100-line screens. For full-color material: film negatives, right-reading emulsion-side down. Matte finish. Background screens should not exceed 25%, if type is intended to overprint. Please provide color proofs if possible.

PREPRINTED PAPER BAGS

Rates for the paper bag are based on the open rate or your Dollar-Volume Discount Agreement rate and are determined by the size of the bag. Please submit a sample to your account manager for a price quote.

PREPRINTED POLYBAGS

Single retail advertiser distribution rate

	DAILY	SUNDAY
Cost Per Thousand	\$67	\$73

PRODUCT SAMPLES

Since product samples may vary greatly in size and weight, please contact your account manager for a price quote.

Main Newspaper Section Deadlines

BLACK & WHITE, SPOT & FULL COLOR DISPLAY DEADLINES

To ensure you get the best possible results with your ad, please adhere to these deadlines:

SUNDAY ONLY

Section	Publication Day	Ads Requiring Special Creative Deadline	Space-Reservation Deadline	Proof-Return Deadline
TRAVEL	Sun.	Noon Mon.	Noon Mon.	Noon Wed.
THE ARTS/ENT.	Sun.	Noon Tues.	Noon Mon.	Noon Wed.
REAL ESTATE	Sun.	4 p.m. Wed.	Noon Wed.	Noon Fri.
NEW HOMES	Sat.	4 p.m. Mon.	4p.m. Mon.	4 p.m. Thurs.
MAIN NEWS	Sun.	Noon Thurs.	4 p.m. Thurs.	Noon Fri.
CLASSIFIED	Sun.	Noon Thurs.	4 p.m. Tues.	Noon Fri.
NORTH ZONE	Sun.	Noon Wed.	4 p.m. Wed.	5 p.m. Thurs.

MONDAY THROUGH SATURDAY

Section	Publication Day	Ads Requiring Special Creative Deadline	Space-Reservation Deadline	Proof-Return Deadline
ANY	Mon.	Noon Thurs.	4 p.m. Thurs.	4 p.m. Fri.
ANY	Tues.	Noon Thurs.	4 p.m. Thurs.	3 p.m. Fri.
HEALTH	Tues.	Noon Thurs.	4 p.m. Wed.	5 p.m. Fri.
ANY	Wed.	Noon Fri.	4 p.m. Fri.	3 p.m. Mon.
FOOD	Wed.	10 a.m. Thurs.	11a.m. Thurs.	5 p.m. Mon.
ANY	Thurs.	Noon Mon.	4 p.m. Mon.	3 p.m. Tues.
NIGHT+DAY	Fri.	Noon Tues.	Noon Mon.	4 p.m. Wed.
ANY	Fri.	Noon Tues.	4 p.m. Tues.	3 p.m. Thurs.
ANY	Sat.	Noon Wed.	4 p.m. Wed.	Noon Fri.
U-T en Español	Sat.	4 p.m. Fri.	4 p.m. Fri.	Noon. Tues.

Print Zones

With Sunday zone sections, you can **target your advertising** to the area of the county **most important to your business.**

Zone Zip Code/Community

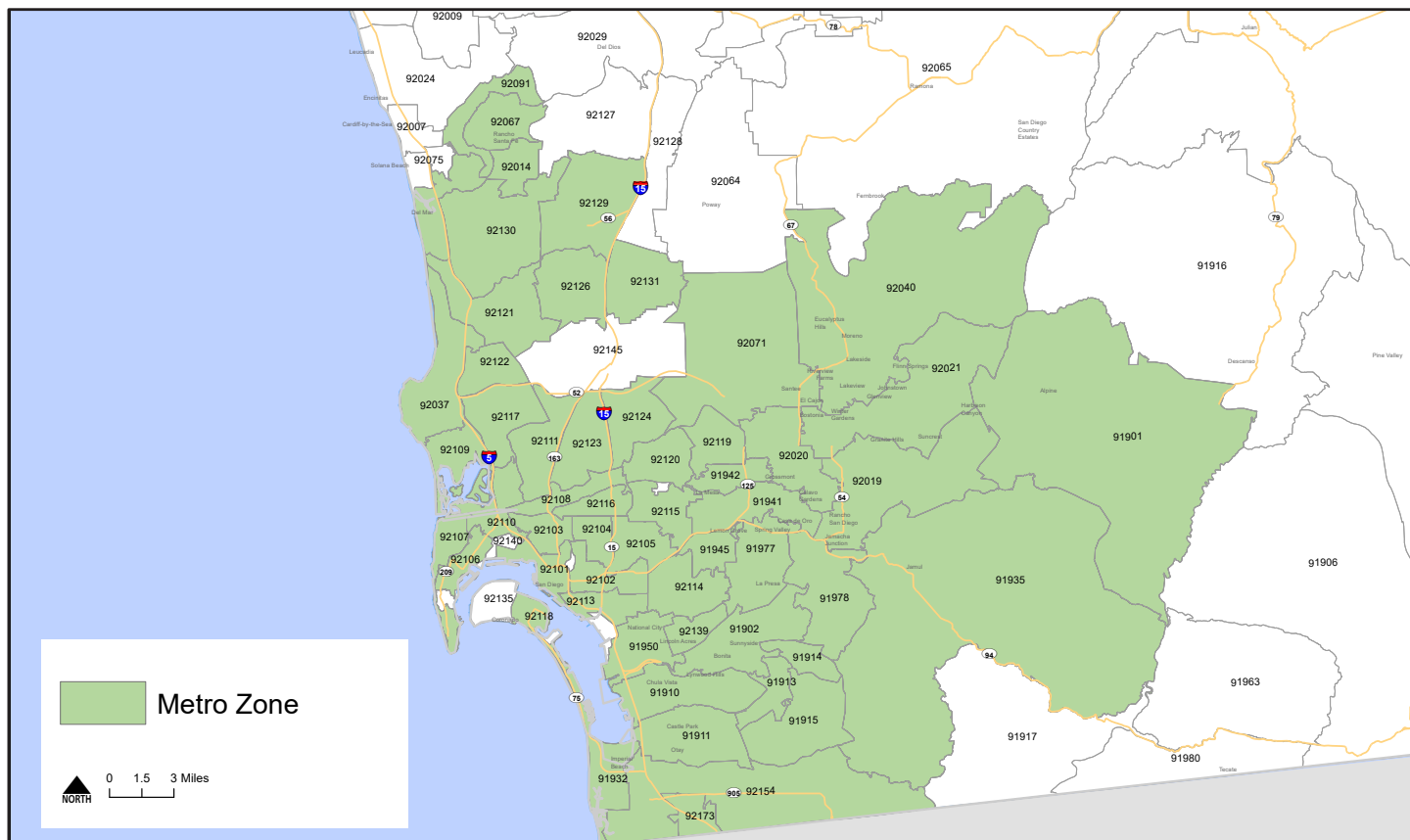
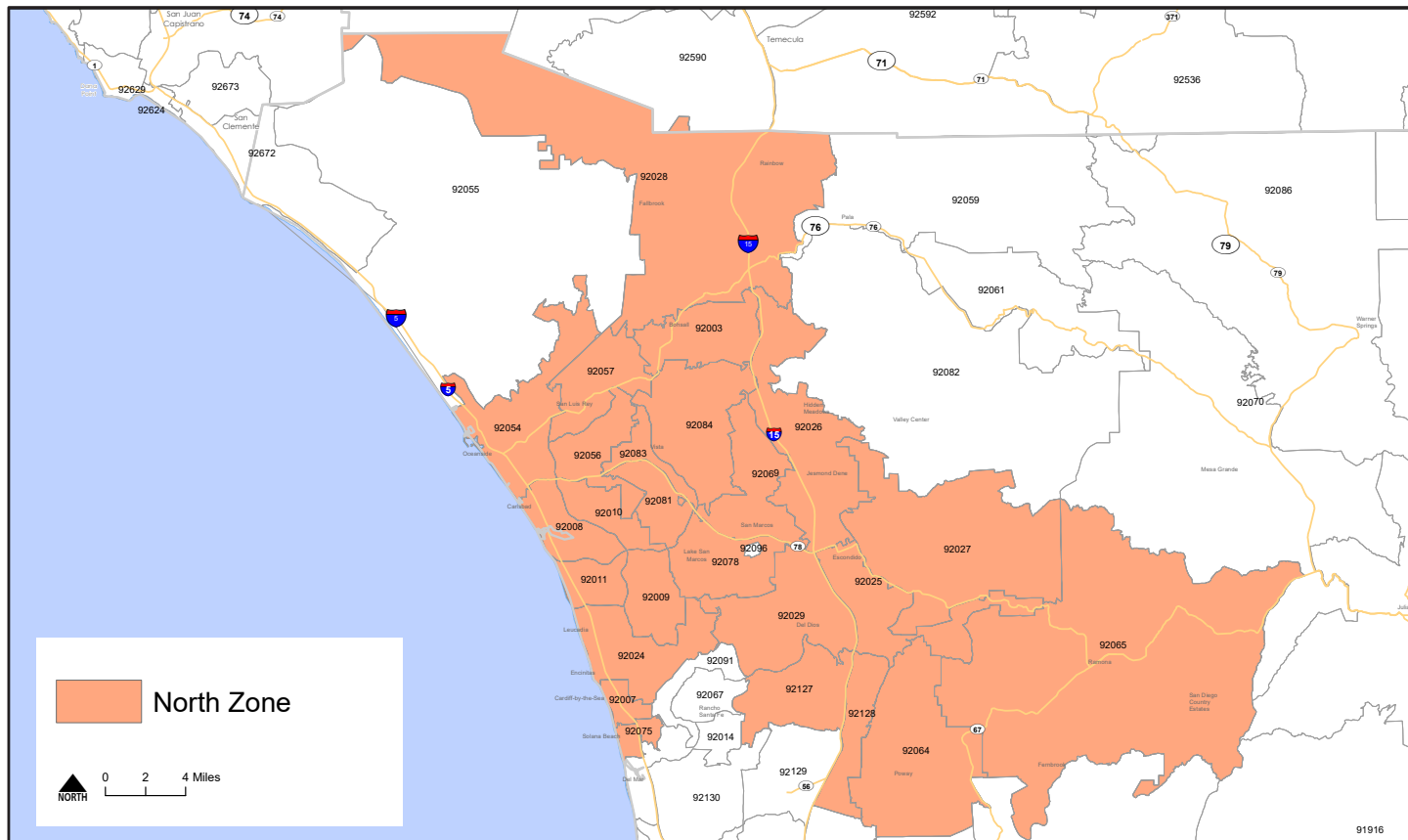
METRO

85364 Yuma	92037 La Jolla	92123 Serra Mesa
91901 Alpine	92040 Lakeside	92124 Tierrasanta
91902 Bonita	92066 Ranchita	92126 Mira Mesa
91905 Boulevard	92067 Rancho Santa Fe	92129 Rancho
91906 Campo	92070 Santa Ysabel	Penasquitos
91910 Chula Vista	92071 Santee	92130 Carmel Valley
91911 Chula Vista	92086 Warner Springs	92131 Scripps Ranch
91913 Chula Vista	92091 Rancho Santa Fe	92134 Naval Hospital
91914 Chula Vista	92092 La Jolla	92135 San Diego
91915 Chula Vista	92093 La Jolla	92136 Naval Station
91916 Descanso	92101 Downtown	92139 Paradise Hills
91917 Dulzura	92102 Golden Hill	92140 MCRD
91931 Guatay	92103 Hillcrest	92145 MCAS Miramar
91932 Imperial Beach	92104 North Park	92152 Naval Ocean Ctr.
91934 Jacumba	92105 City Heights	92154 Otay Mesa
91935 Jamul	92106 Point Loma	92155 Amphibious Base
91941 La Mesa	92107 Ocean Beach	92173 San Ysidro
91942 La Mesa	92108 Mission Valley	92182 San Diego
91945 Lemon Grove	92109 Pacific Beach	92227 Brawley
91950 National City	92110 Old Town	92231 Calexico
91962 Pine Valley	92111 Linda Vista	92233 Calipatria
91963 Potrero	92113 Logan Heights	92243 El Centro
91977 Spring Valley	92114 Encanto	92249 Heber
91978 Spring Valley	92115 College Grove	92250 Holtville
91980 Tecate	92116 Normal Heights	92251 Imperial
92004 Borrego Springs	92117 Clairemont	92257 Niland
92014 Del Mar	92118 Coronado	92259 Ocotillo
92019 El Cajon	92119 San Carlos - Metro	92273 Seeley
92020 El Cajon	92120 Del Cerro	92281 Westmorland
92021 El Cajon	92121 Sorrento Valley	
92036 Julian	92122 University City	

NORTH

92003 Bonsall	92128 Rancho Bernardo
92007 Cardiff by the Sea	92530 Lake Elsinore
92008 Carlsbad	92532 Lake Elsinore
92009 Carlsbad	92539 Anza
92010 Carlsbad	92543 Hemet
92011 Carlsbad	92544 Hemet
92024 Encinitas	92545 Hemet
92025 Escondido	92548 Homeland
92026 Escondido	92562 Murrieta
92027 Escondido	92563 Murrieta
92028 Fallbrook	92570 Perris
92029 Escondido	92571 Perris
92054 Oceanside	92582 San Jacinto
92055 Camp Pendleton	92583 San Jacinto
92056 Oceanside	92584 Menifee
92057 Oceanside	92585 Sun City
92058 Oceanside	92586 Sun City
92059 Pala	92587 Canyon/Quail
92061 Pauma Valley	92590 Temecula
92064 Poway	92591 Temecula
92065 Ramona	92592 Temecula
92068 San Luis Rey	92595 Wildomar
92069 San Marcos	92596 Winchester
92075 Solana Beach	92883 Corona
92078 San Marcos	
92081 Vista	
92082 Valley Center	
92083 Vista	
92084 Vista	
92096 San Marcos	
92127 Rancho Bernardo	

North / Metro Zones | Sunday Only



Preprint Products

RETAIL PREPRINT RATES

Thursday and Sunday Preprints

You can send your preprints to the entire county, or to specific ZIP codes. Ask your account manager for details. For preprints with more pages than listed, add the following per cpm for schedule indicated, ask for a quote.

Minimum quantity: Purchase of 10,000 per version; 30,000 per version in Sunday's paper. Ask your account manager for specific quantities.

Bonus/Premium Day Distribution: Certain days are designated as Bonus/Premium Circulation Days, when Sunday subscribers receive our product. On these dates, Sunday preprint quantities, Sunday ROP rates will apply.

Premium Days: March 28, April 25, August 15, November 21, December 26.

Bonus Day: November 25

FOOD WRAP

Available on Wednesday.

TOPPERS

Top the daily home-delivered newspaper with your insert. Minimum quantity: 50,000. Contact your account manager for rates, availability, zones and deadlines.

SINGLE SHEET P&D

Let The San Diego Union-Tribune help you design and print your inserts. Contact your account manager for information regarding available paper stocks, colors, rates and deadlines.

U-T NOTES

Available Thursday and Sunday

PREPRINT GUIDELINES

■ Retail Preprint Guidelines

Preprints available Thursday and Sunday

BILLING: Preprint distribution cost will be applied toward your display advertising agreement.

SPECIFICATIONS:

Sizes: Minimum size: 5" x 7"

Single Sheets: Two-sided piece, unfolded

*Maximum size: 11" x 11" (for larger sizes, prior approval required)

Paper Stock:

- Single sheet: 70# bond offset (5) 100# coated (5)
- Four-page tabloid: 30# stock minimum Preprints not meeting minimum specifications may be subject to additional handling charges.

Material Deadlines:

Sunday in-paper distribution:.....10 days prior
Daily in-paper distribution:.....8 days prior by 3 pm
U-TMC distribution:.....8 days prior by 3 pm
Mexico distribution:.....8 days prior by noon

PREPRINTS Cost Per Thousand Single Sheet

	Tab Pages	Standard pages	Thur/Sun \$36
	4	2	\$37
	8	4	\$47
	12	6	\$57
	16	8	\$64
	20	10	\$71
	24	12	\$75
	28	14	\$81
	32	16	\$87
	36	18	\$93
	40	20	\$99

+\$3 per 2 tab pages, +\$6 per 2 standard pages

DELIVERY INSTRUCTIONS:

For The San Diego Union-Tribune and U-T en Español, ship material to:

SCNG – Anaheim Inserting Facility
1771 S. Lewis, Anaheim, CA 92805
Bill Allgeier 714.704.5835
Receiving hours 6:30am – 2:30pm

PACKING INSTRUCTIONS:

- All publications and insertion dates should be packaged separately.
- The skid flag must indicate the publication and publication date.
- Preprints should be stacked (in turns of 200 or more) on standard 3-1/2-ft. x 4-ft. skids.
- Each skid should weigh less than 2,000 lbs.
- Sections should be brick stacked (interlocking) and strapped on all four sides.

MISCELLANEOUS

- Each page of preprints that's made to look like news content must have the word "Advertisement" at the top of the page.
- If you would like to get product samples in the hands of your customers, just ask your account manager.
- Die-cut inserts, metal or plastic objects placed on an insert and oddly shaped pieces must be submitted in advance for approval.
- Inserts must not include postal indicia.

Main Newspaper Ad Sizes & Specifications

MECHANICAL MEASUREMENTS

STANDARD-PAGE COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes gutter)	
10 column	17.61 inches
11 columns	19.30 inches
12 columns	20.87 inches

BUTTED FACING PAGES GUIDELINES:

4, 5 or 6 columns with a minimum of 10 1/2"

TABLOID PAGE COLUMN-WIDTHS

1 column	1.53 Inches
2 columns	3.22 Inches
3 columns	4.92 Inches
4 columns	6.61 Inches
5 columns	8.31 Inches
Tabloid full-page (6 columns)	10" x 10"
Tabloid double-truck (includes 1.44" gutter)	20.87" x 10"

U-T en Español COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

ROP Minimum Depth Requirements

1 column x 1 inch	5 columns x 7 inches
2 columns x 1 inch	6 columns x 7 inches
3 columns x 3 inches	6 columns x 4 inches
4 columns x 4 inches	(Financial section only)

NOTE: Standard-page ads beyond the depth of 20" will be billed at the full-page depth of 21.5".

NEWSPAPER AD GUIDELINES

Prior to submitting any ads to The San Diego Union-Tribune, please call your account manager for space reservation and to receive an individual ad number for each ad.

■ Delivering Materials

There are a variety of ways to deliver ads to The San Diego Union-Tribune.

Send your ads online via AdDesk

AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account manager for details.

■ Mechanical Specifications

- 85- through 100-line screen required.
- Screened area should be between 20% and 80%.
- Please note that there is a 35% dot gain on press.
- Reverses: Solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.

- **Maximum total screen density is 220%**, includes Under Color Removal (UCR) with only one solid. Two secondary colors should not exceed 70%; 80% for any single color not intended to print solid.

- **Reverse type** is acceptable, but should not be less than 14-point sans serif.

- **Overprint type** only into areas having tint values of 30% or less. When black type is on a screened or color background, the type should overprint without a knockout.

- **Questions** regarding color advertising specifications contact your account manager.

For complete ad sizes and specifications, please visit:

mediakit.sandiegouniontribune.com

Classified Advertising



SanDiegoUnionTribune.com

General In-Column | Obsolete | Legal | Employment | New Homes | Real Estate

Classified Rates

Saturday/Sunday in print

By the line

\$1.37/line per day

By the inch (11 lines per inch) per day

First inch \$25 includes \$10 online for 7 days

Each additional inch \$15

Online

\$10 per week

	1 day w/online	2 days w/online
3 lines	\$14.11	\$18.22
4 lines	\$15.48	\$20.96
5 lines	\$16.85	\$23.70
6 lines	\$18.22	\$26.44
7 lines	\$19.59	\$19.18
8 lines	\$20.96	\$31.92
9 lines	\$22.33	\$34.66
10 lines	\$23.70	\$37.40
11 lines = 1 inch	\$25.00	\$40.00

ONLINE: SanDiegoUnionTribune.com

Online Featured	3 Days	\$5
Online Featured	7 Days	\$6
Online Featured	14 Days	\$12
Online Featured	28 Days	\$24

Business Rate

\$3 per line, per day \$33 per inch

Classified Rates (continued)

LEGAL RATES

■ Classified Section

Rates apply to legal format only. Rates are per line, per day.

Positioning is within the Classified section.

For more information, please contact the Legal Advertising desk at:

866-411-4140 (option 5)

SDUT	Cost Per Line - Daily			Cost Per Line - Sunday		
	FULL	METRO	NORTH	FULL	METRO	NORTH
Local Open Rate	\$4.90	\$4.00	\$2.25	\$5.85	\$5.31	\$2.92

Fictitious Business — Appears once a week for 4 weeks	\$50
Personal Name Change — Appears once a week for 4 weeks	\$100
Petition to Administer Estates — Appears once a week for 3 weeks	\$450
Summons	\$650

■ Display ROP - Legal Metro

Rates apply to display format only – ROP 6-column width.

Column width: 1.53 inches. Rates are per inch, per day.

	Cost Per Column Inch	Cost Per Column Inch
	MON-SAT	SUNDAY
Local Businesses, Open Rate	\$77.40	\$108.80

Positioning will be anywhere in the newspaper, except in the Classified section, and will appear primarily in Business, Local News, or Sports.

For more information, please contact the Legal Advertising desk at: **866-411-4140** (option 5)

E-mail: legals@sduniontribune.com or legalsnorth@sduniontribune.com

Obituary Rates

FUNERAL INDUSTRY AND RELATED DISPLAY ADVERTISING RATES

Available on the Obituary page in Local News. Call 866-411-4140
Option 4 for additional information.

	Cost Per Column Inch	
	MON-FRI	SAT-SUN
Open Rate	\$55	\$65

DEATH & FUNERAL NOTICES

Published on the Obituary page in 6-column format.
Photos accepted. Call 866-411-4140 (Option 3) for additional information.

Cost per line, per day Monday - Friday	\$12.14
Cost per line, per day Saturday - Sunday	\$12.86
2nd day rate (within 1 week, Monday-Saturday)	50%
All display notices are charged at the applicable line rate 7 lines per inch.	

■ legacy.com (online only)	\$95
Allows people worldwide to instantly read about your loved one on their mobile device, wherever they may be.	

Special Classified Features

SPECIAL SERVICES

AFFIDAVIT OF PUBLICATION

We'll mail you an affidavit verifying the date(s) your ad ran.
Available at the following extra cost:

Per ad, per affidavit	\$10
Legal advertisements	first one free

Employment Rates

LOCAL EMPLOYMENT RATES

(Single column and display). Rates apply to employment advertising for positions within San Diego County and Nationally. These rates are commissionable to recognized advertising agencies. Minimum ad space: 3 lines.

		COST PER LINE
		FULL
Open Rate	1 Day Rate	\$28.34

PRINT & DIGITAL PACKAGES

The San Diego Union-Tribune print ad: full run, full color

Job Posting Platinum 30-day digital job posting with CareerBuilder, plus Social, Diversity & College Boosts

1/16 page print ad	\$1,153
1/8 page print ad	\$1,665
1/4 page print ad	\$2,803
1/2 page print ad	\$4,566
Full page print ad	\$8,533

ONLINE ONLY PACKAGES ALSO AVAILABLE

including: **Monster, Craigslist, Indeed, Zip Recruiter and more!**

For more information, please contact a representative at 866-411-4141 (Option 1)

NON-PROFIT RATES/HOURLY

Minimum ad space: 3 lines FULL

Daily	\$8
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DOMESTIC HELP WANTED - SAT/SUN

Advertise any domestic help wanted position. Includes print, online & mobile.

Minimum ad space: 3 lines FULL

3 line, 2 days	\$18.22
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NEW HOMES

■ SUNDAY NEW HOMES IN HOT PROPERTY

	Ad Size	OPEN	\$100,000	\$250,000+
Half Page Additional Advertorial Inclusion: Half Page adjacency - 1 Total Page	10"x5"	\$3,500	\$2,500	\$1,750
Full Page Additional Advertorial Inclusion: Full Page adjacency - 2 Total Pages	10"x10"	\$7,500	\$5,000	\$3,995
2 Facing Pages Additional Advertorial Inclusion: Two Full Page adjacency - 4 Total Pages	20"x10"	\$14,000	\$9,000	\$7,895
Feature New Home "Ledge" Cover Includes Cover, (1) Full Page advertorial and (1) Full Page ad - 3 Total Pages	10"x10"	\$4,995		

■ NEW HOMES - HOT PROPERTY - FALSE WRAP SAN DIEGO

	Ad Size	1x
4 Page False Wrap 4 Full Pages, Wrapping Section	10"x10"	\$9,995

■ NEW HOME COMMUNITY MAPS - Saturday/Sunday Circulation

	1 Month	3 Months	1 Year
1-3 Communities	\$445/wk	\$375/wk	\$300/wk

■ SANDIEGOUNIONTRIBUNE.COM NEW HOMES COMMUNITY LISTING

Community Listing	\$700/mo
Master Planned Communities	\$1,365/mo

Hot Property

SAN DIEGO FULL RUN SUNDAY

Frequency	1 x	26 x	52 x
Quarter Page	\$600	\$482	\$363
Half Page Tab	\$1,133	\$929	\$725
Full Page Tab	\$2,125	\$1,788	\$1,450

SAN DIEGO NORTH ZONE SUNDAY

Frequency	1 x	26 x	52 x
Quarter Page	\$225	\$195	\$185
Half Page Tab	\$438	\$395	\$375
Full Page Tab	\$875	\$795	\$745

SAN DIEGO METRO ZONE SUNDAY

Frequency	1 x	26 x	52 x
Quarter Page	\$398	\$322	\$250
Half Page Tab	\$750	\$620	\$495
Full Page Tab	\$1,350	\$1,174	\$995

FALSE WRAP SAN DIEGO

4 Page	Full Run	Metro	North
False Wrap	\$8,000	\$5,000	\$4,000

FULL RUN SATURDAY REAL ESTATE

Frequency	1 x	26 x	52 x	Frequency	1 x	26 x	52 x
Eighth Page	\$438	\$346	\$254	Half Page	\$1,586	\$1,300	\$1,015
Quarter Page	\$840	\$674	\$508	Full Page	\$2,975	\$2,503	\$2,030

HOT PROPERTY COVER - 1 OF 4

1 of 4 Cover Feature + Half Page Jump Advertorial

Rate

\$1,595

FEATURED PROPERTY (1 ZONE)

	1X	12X	26X	52X
Half Page Tab	\$480	\$460	\$440	\$400

Featured Prop Frequency counts towards Featured Prop Only

Spotlight (1 Zone)

\$84

Cover Spotlight (FR)

\$995 includes cover + half page jump.

RENTAL DIRECTORY

	Single Box	Double Box	Triple Box	Rental Directory Roommate Single Box
1 Day	\$75	\$125	\$195	\$35
2 Day	\$100	\$175	\$250	\$50

Must run consecutive days to achieve discounted rates

Rental Dir. Rates include Mobile and Online

COASTAL HOMES

	1X	3X	6X	12X
Full	\$1,395	\$1,195	\$1,095	\$995
Half	\$850	\$725	\$655	\$595
Quarter	\$475	\$425	\$385	\$335
Double Truck	\$3,140	\$2,690	\$2,465	\$2,240

FULL RUN OPEN HOUSE

	1X	12X	26X	52X
Single	\$130	\$120	\$110	\$100
Double	\$234	\$216	\$198	\$180
Triple	\$332	\$306	\$281	\$255

Open House Frequency counts towards Open House only

Classified Ad Sizes & Specifications

MEASUREMENTS

CLASSIFIED COLUMN WIDTHS Classified columns (9 columns per page) are measured by inches/picas.

Columns	Inches
1	1.0694"
2	2.229"
3	3.3886"
4	4.5482"
5	5.7078"
6	6.8674"
7	8.027"
8	9.1866"
9	10.3462"

CLASSIFIED SINGLE-COLUMN SPECIFICATIONS

- Approximately 5 words per line (approximately 28 characters), a minimum of 3 lines.
- Available type sizes include agate, 10, 14, 18, 24, 30, 36, 42, 48, 60 and 72-point type. Ads using other than agate type are charged for the measured space used.
- Column width is 1.0694". Full-column depth is charged at 236 lines.
- In-column logos are available, with no charge for the processing of your first logo.

CLASSIFIED DISPLAY (MULTIPLE-COLUMN) SPECS

- Nine columns per page.
- Column depth: 21½" (236 lines).
- Columns and advertisements are separated by .25-point rules.
- Artwork, halftones, logos, borders and select fonts are acceptable.

Position Orders

We will attempt to place advertisements in line with your preference, but as the positioning of an advertisement cannot be guaranteed, adjustments will not be made if and when the position request is not fulfilled.

Advertising orders which direct an ad to be omitted if not run in a special position or on a designated page will not be accepted.

Classified Deadlines

CLASSIFIED SINGLE COLUMN

Deadlines apply to cancellations and corrections as well. If you have a space agreement, you have earlier deadlines.

For details, call your account manager.

For Insertion	Copy Deadline	Remote Entry*	Fax/E-mail Deadline
Wed.-Sat.***	Noon day prior	11 a.m. day prior	11 a.m. day prior
Sunday	5 p.m. Friday**	4 p.m. Friday	4 p.m. Friday
Monday (Services Directory)	5 p.m. Friday**	4 p.m. Friday	4 p.m. Friday

*Deadline for advertisers with space agreements.

**Deadline is 4 p.m. for agencies and large-volume advertisers.

The San Diego Union-Tribune En Español



UTenEspanol.com

U-T en Español GENERAL Advertising Rates Weekly Spanish Language Publication - Saturday

U-T EN ESPAÑOL GENERAL RATES (COMMISSIONABLE)

Open Rate	Cost Per Column Inch ROP RATES
	\$85
Annual Agreement	
\$25,000	\$70
\$50,000	\$65
\$100,000	\$60
\$150,000	\$55
\$200,000+	\$50

Pick-up Rates:

A 30% discount off the open rate applies to both the ROP space and color charges when you pick-up your ad into U-T en Español within 10 days of publication in The San Diego Union-Tribune.

U-T EN ESPAÑOL GENERAL ROP COLOR RATES

One color	\$650
Two colors	\$900
Full color	\$1,040

U-T EN ESPAÑOL GENERAL CHARITY/NON-PROFIT RATE

Non-profit rates are reserved for organizations with government approved non-profit status.

	ROP RATE
Cost Per Column Inch	\$45

TRANSLATIONS AND PRODUCTION

U-T en Español provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

UTenEspanol.com is the online version featuring entertainment news, books, television and cable program listings, music, movies, health, lifestyle and cultural events.

U-T EN ESPAÑOL GENERAL PREPRINT RATES

PREPRINTS

Cost Per Thousand
Single Sheet

		Thur/Sun
		\$44
	Tab Pages	Standard Pages
	4	2
	8	4
	12	6
	16	8
	20	10
		\$84

+\$3 per 2 tab pages, +\$6 per 2 standard pages

Minimum quantity: Purchase of one ZIP Code Daily; 30,000 per version in Sunday's paper.

Premium Days: March 28, April 25, August 15, November 21, December 26.

Bonus Day: November 25

Standard = 2 X tab page count (i.e. 6-pg. standard = 12-pg. tab) For preprint with more pages than listed above, add the following per cpm indicated.

Schedule A) +\$5 per 2 tab pages

Schedule B) +\$4 per 2 tab pages

Schedule C) +\$3 per 2 tab pages

U-T en Español - Ad Sizes and Specs

STANDARD-PAGE COLUMN WIDTHS

1 Column	1.53 inches
2 Columns	3.22 inches
3 Columns	4.92 inches
4 Columns	6.61 inches
5 Columns	8.31 inches
6 Columns	10 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	17.61 inches
11 columns	19.30 inches
12 columns	21 inches

Deadlines

Space reservation deadline is Friday at 4 PM, 6 working days prior to publication date. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

Cancellations

Display Ads: 12 PM, PST, Monday prior to publication.

Delivering Materials

There are a variety of ways to deliver ads to The San Diego Union-Tribune. AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account representative for details.

Mechanical Specifications

- 85- through 100-line screen required.
- Screened area should be between 20% and 80%.
- Reverses: Solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- Please note that there is a 35% dot gain on press.
- Maximum total screen density is 220%, includes Under Color Removal (UCR) with only one solid. Two secondary colors should not exceed 70%; 80% for any single color not intended to print solid.
- Reverse type is acceptable, but should not be less than 14-point sans serif.
- Overprint type only into areas having tint values of 30% or less. When black type is on a screened or color background, the type should overprint without a knockout.
- Questions regarding color advertising specifications contact your account representative.

U-T en Español RETAIL Advertising Rates Weekly Spanish Language Publication - Saturday

U-T EN ESPAÑOL RETAIL RATES

Open Rate	Cost Per Column Inch ROP RATES
	\$65
Annual Agreement	
\$25,000	\$60
\$50,000	\$55
\$100,000	\$50
\$150,000	\$45
\$200,000+	\$40

Pick-up Rates:

A 30% discount off the open rate applies to both the ROP space and color charges when you pick-up your ad into U-T en Español within 10 days of publication in The San Diego Union-Tribune.

U-T EN ESPAÑOL RETAIL ROP COLOR RATES

One color	\$450
Two colors	\$650
Full color	\$750

U-T EN ESPAÑOL RETAIL CHARITY/NON-PROFIT RATE

Non-profit rates are reserved for organizations with government approved non-profit status.

	ROP RATE
Cost Per Column Inch	\$20

TRANSLATIONS AND PRODUCTION

U-T en Español provides professional Spanish-language advertising layout and design, including translations, at no additional cost. (Some restrictions may apply.)

UTenEspañol.com is the online version featuring entertainment news, books, television and cable program listings, music, movies, health, lifestyle and cultural events.

U-T EN ESPAÑOL RETAIL PREPRINT RATES

PREPRINTS

Cost Per Thousand
Single Sheet

			Thur/Sun
	Tab Pages	Standard Pages	\$36
	4	2	\$37
	8	4	\$47
	12	6	\$57
	16	8	\$64
	20	10	\$71
	24	12	\$75
	28	14	\$81
	32	16	\$87
	36	18	\$93
	40	20	\$99

+\$3 per 2 tab pages, +\$6 per 2 standard pages

Standard = 2 X tab page count (i.e. 6-pg. standard = 12-pg. tab) For preprint with more pages than listed above, add the following per cpm indicated.

Schedule A) +\$5 per 2 tab pages

Schedule B) +\$4 per 2 tab pages

Schedule C) +\$3 per 2 tab pages

U-T en Español - Ad Sizes and Specs

STANDARD-PAGE COLUMN WIDTHS

1 Column	1.53 inches
2 Columns	3.22 inches
3 Columns	4.92 inches
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DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	17.61 inches
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Space reservation deadline is Friday at 4 PM, 6 working days prior to publication date. Holidays requiring earlier deadlines include: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

Cancellations

Display Ads: 12 PM, PST, Monday prior to publication.

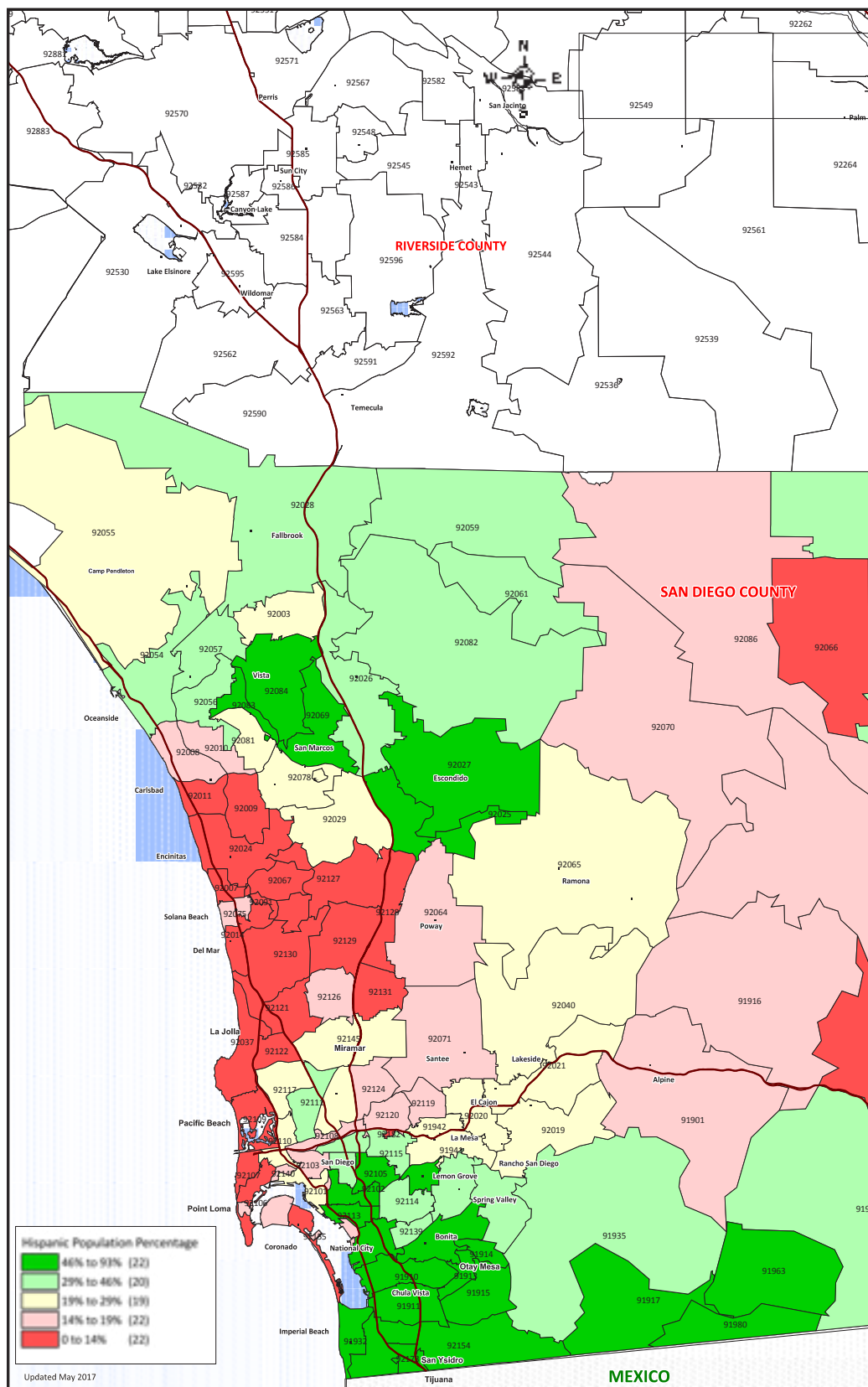
Delivering Materials

There are a variety of ways to deliver ads to The San Diego Union-Tribune. AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account representative for details.

Mechanical Specifications

- 85- through 100-line screen required.
- Screened area should be between 20% and 80%.
- Reverses: Solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- Please note that there is a 35% dot gain on press.
- Maximum total screen density is 220%, includes Under Color Removal (UCR) with only one solid. Two secondary colors should not exceed 70%; 80% for any single color not intended to print solid.
- Reverse type is acceptable, but should not be less than 14-point sans serif.
- Overprint type only into areas having tint values of 30% or less. When black type is on a screened or color background, the type should overprint without a knockout.
- Questions regarding color advertising specifications contact your account representative.

Hispanic Population



San Diego Union-Tribune en Español Distribution

■ HOME DELIVERY

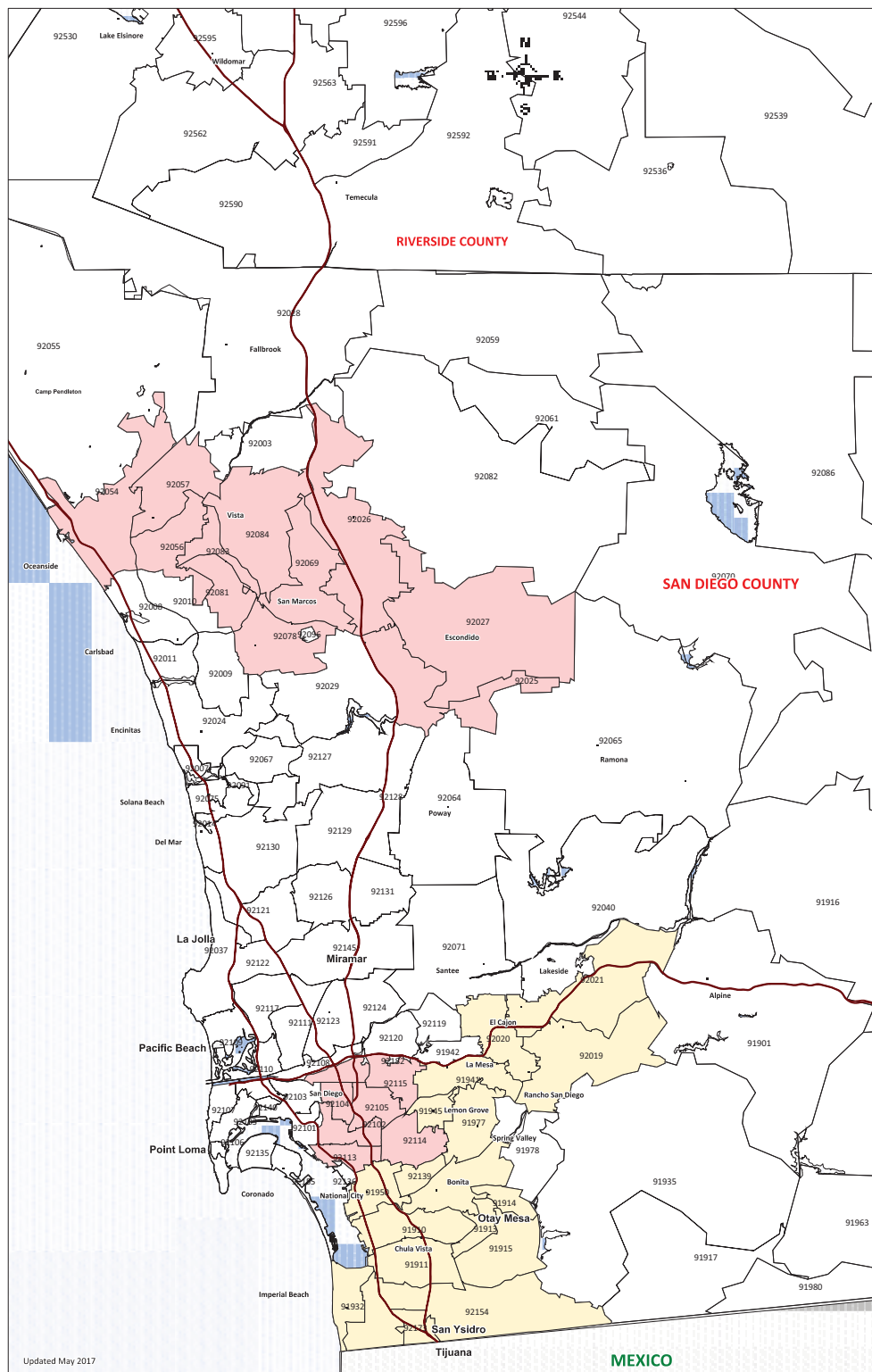
Delivered on Saturday to 70,000 specific Spanish speaking households.

■ SINGLE COPY

31,000 copies distributed at in-store display racks in major Hispanic neighborhoods. MEXICO/U.S. BORDER

■ TOTAL DISTRIBUTION

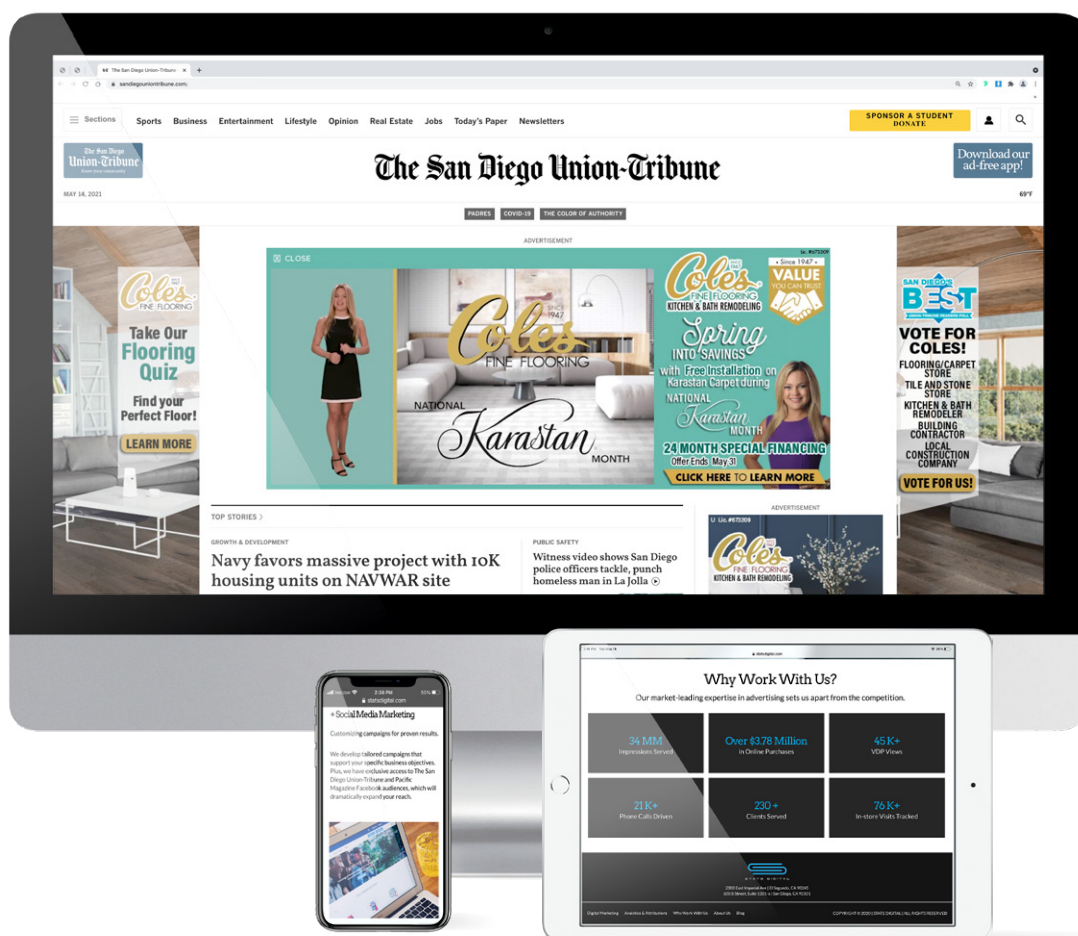
Combined distribution of over 101,000.



San Diego Union-Tribune en Español Distribution

U-T en Español SAN DIEGO COUNTY	ZIP CODE U-T en Español ZONES	SATURDAY-HOME MINIMUM: 10,000	SATURDAY-STREET SATURDAY DISTRIBUTION	FULL-RUN U-T en Español
SOUTH BAY	ZONE 1			
Bonita	91902	255	212	467
Chula Vista	91910	4,669	2,293	6,962
Chula Vista	91911	6,593	3,111	9,704
Chula Vista	91913	2,308	475	2,783
Eastlake	91914	1,029	0	1,029
Eastlake	91915	1,744	89	1,833
Imperial Beach	91932	1,168	1,567	2,735
National City	91950	4,723	2,592	7,315
Otay Mesa	92154	7,174	3,090	10,264
San Ysidro	92173	2,083	5,516	7,599
Paradise Hills	92139	1,629	269	1,898
ZONE 1 TOTAL		33,375	19,214	52,589
CENTRAL	ZONE 2			
Golden Hill	92102	3,318	1,729	5,047
North Park	92104	1,013	1,439	2,452
City Heights	92105	3,654	533	4,187
Logan Heights	92113	4,982	1,609	6,591
Encanto	92114	2,836	474	3,310
College Grove	92115	757	818	1,575
San Diego	92116	256	0	256
ZONE 2 TOTAL		16,816	6,602	23,418
EAST COUNTY	ZONE 3			
La Mesa	91941	0	0	80
Lemon Grove	91945	827	100	923
Spring Valley	91977	2,011	10	1,921
El Cajon	92019	180	114	294
El Cajon	92020	572	136	708
El Cajon	92021	399	438	835
ZONE 3 TOTAL		3,989	798	4,761
NORTH INLAND	ZONE 4			
Escondido	92025	1,765	1,531	3,296
Escondido	92026	1,080	155	1,235
Escondido	92027	2,359	0	2,359
San Marcos	92069	1,324	395	1,719
San Marcos	92078	492	0	492
ZONE 4 TOTAL		7,020	2,081	9,101
NORTH COASTAL	ZONE 5			
Oceanside	92054	622	1,317	1,939
Oceanside	92056	1,370	0	1,370
Oceanside	92057	2,122	0	2,122
Oceanside	92058	1,003	0	1,003
Vista	92081	298	1,091	1,389
Vista	92083	1,961	0	1,961
Vista	92084	1,526	0	1,526
ZONE 5 TOTAL		8,902	2,408	11,310
TOTAL FULL CIRCULATION		70,102	31,103	101,205

Digital Advertising



Track. Capture. Perform.

Quantifying success isn't easy, but it's what we do best.

StatsDigital.com

Digital Rates

DISPLAY

SITE/PLATFORM	TARGETING	CPM*
sandiegouniontribune.com (cross device) 300x600, 300x250, 728x90, 320x50	ROS	\$8
	3rd Party Data Targeting	\$12
	Homepage & News Section	\$10
	En Espanol	\$14
	Apple News	\$15
*Geo-targeting < DMA + \$1 CPM		

RICH MEDIA

AD TYPE	AD UNIT	CPM
sandiegouniontribune.com (cross device)	Billboard (970x250)	\$25
	Pushdown (970x415)	\$25
	Lighthouse (1160x600)	\$25
	Expandable Responsive Ad	\$25
	Mobile Social Card - Display	\$15
	Mobile Social Card - Video	\$18

VIDEO

SITE/PLATFORM	TARGETING	CPM
sandiegouniontribune.com (cross device)	Pre-Roll (15 or 30 sec)	\$30
	In-read (15 sec)	\$30

EMAIL

SITE/PLATFORM	TARGETING	FLAT RATE
Dedicated Emails	SDUT Member Promotions	\$1,000
	SDUT Arts & Entertainment	\$1,000
	PACIFIC	\$1,000
Enewsletters	15+ Daily and weekly enewsletters available	\$1,000

COMPLETE SECTION TAKEOVERS Includes: Responsive Leaderboard, Reskin (desktop only) and Above The Scroll ad units (300x250 or 300x600)

SECTION	ESTIMATED IMPRESSIONS PER DAY*	RATE PER DAY ALL UNITS**
Homepage	150,000	\$3,500
News	115,000	\$3,000
Sports	70,000	\$2,000
Business	35,000	\$1,100
Entertainment	25,000	\$1,000
Lifestyle	25,000	\$1,000
Communities/North-County	29,202	\$1,000
Pacific Homepage - Weekly Takeover	7,000	\$1,000
En Espanol - Weekly Takeover	150,000	\$2,000
eNewspaper	625,000	\$15,000

Includes all 728x90 and 320x50 ad units + 300x250 on loading screen.

■ Digital Specs

<https://mediakit.sandiegouniontribune.com/specs>

* All impressions provided are estimated averages. No impressions guaranteed for full section takeover

** Section takeovers and sponsorship rates may change throughout the year based on estimated traffic/impressions. Please email stats@statsdigital.com to confirm rates.

** 25% premium added for high impact executions (ie: video wall/ video scroll)

Additional Digital Services Available

■ Programmatic Display & Video, Connected TV/OTT & Streaming Audio

- Content and section targeting
- 3rd Party data targeting
- Geo-targeting, geo-fencing and device ID capture
- IP targeting (B2B or B2C)
- Retargeting
- Social card placements

■ Targeted Email Marketing

■ Branded Content

■ Search Engine Marketing

■ Search Engine Optimization

■ Website Development

■ Social Media Marketing

- Facebook
- Instagram
- Youtube
- Twitter
- Reddit
- LinkedIn
- Pinterest
- Snapchat
- Tik Tok

■ Analytics & Attribution

- Google Tag Manager integration
- Custom Google Analytics setups
- Conversion tracking
- Location attribution

For more information about digital advertising, contact **Katie Musolf, 619.293.2181** | katie@statsdigital.com
or visit StatsDigital.com

Events

At The San Diego Union-Tribune, we are passionate about creating immersive experiences. You can expect meaningful connections, conversations and celebrations at our signature events throughout the year.



Businesses and services that make San Diego special are nominated for San Diego's Best Union-Tribune Readers Poll. The winners are celebrated at this annual awards gala.



The single-day festival brings together book lovers of all ages, independent book sellers, authors, poets, illustrators and local businesses to celebrate the written word.



The Successful Aging Expo features the latest information on products and services designed to make the most of life at any age.



The Top Workplaces Awards Event recognizes the small, midsize and large businesses that make San Diego strong.



The San Diego Business Connection introduces the community to local businesses who are experts on a variety of informative and timely topics. Attendees can expect engaging presentations followed by an audience Q&A.



The Countywide Spelling Bee is open to 6th-, 7th-, and 8th-grade students in a public or private school with a combined enrollment of 30 or more children. The winner receives an all-expense-paid trip to compete in the Scripps National Spelling Bee.

For more information about events or sponsorship opportunities, contact **Fiona Leung, 626.202.5480** | fiona.leung@sduniontribune.com or visit SanDiegoUnionTribune.com/events