

General Enlace Rates (Weekly Spanish language publication)

(Commissionable)

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Non-Agreement	\$43.00	A	\$45.00
\$35,000	\$37.45	A	43.00
80,000	36.00	B	41.00
200,000	34.60	B	41.00
325,000	32.95	B	41.00
500,000	31.30	C	38.00
750,000	29.75	C	38.00

	Cost Per Col. Inch ROP Rates	Preprint Schedule	(CPM) Single Sheet Rates
Annual Frequency Agreement			
3-12 Weeks Insertions	\$40.55	A	\$43.00
13+ Weeks Insertions	38.95	A	43.00

Contract levels not shown above qualify for the next smallest commitment level.

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 Enlace within 10 days of publication in the U-T.

ROP Color Rates

One color	\$450.00
Two colors	625.00
Four colors	725.00

Enlace Preprint Rates

	(COST PER THOUSAND)		
	A SCHEDULE	B SCHEDULE	C SCHEDULE
4-Page Tab	\$50.00	\$48.00	\$45.00
6-Page Tab	52.00	50.00	47.00
8-Page Tab	57.00	54.00	48.00
10-Page Tab	66.00	64.00	57.00
12-Page Tab	70.00	68.00	60.00
16-Page Tab	79.00	77.00	68.00
20-Page Tab	87.00	85.00	77.00

Standard = 2 X tab page count (i.e. 6-page standard = 12-page 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

Ad Dimensions

STANDARD PAGE COLUMN WIDTHS

1 column	1.78 inches
2 columns	3.72 inches
3 columns	5.67 inches
4 columns	7.61 inches
5 columns	9.56 inches
6 columns	11.5 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes 1" gutter)

10 column	18.17 inches
11 columns	20.11 inches
12 columns	22.06 inches
13 columns	24.00 inches

Deadlines

Space reservation deadline is Thursday at 5 p.m., 8 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: noon PST, Monday prior to publication.

Send your ads online via AdDesk

AdDesk is a service designed to send your ads via the internet. For instructions on setting up your digital files and sending your ad, go to www.utads.com and click on AdDesk.

Materials for preparing ads

Guidelines to produce and send digital ads are available online at www.utads.com.

- 85-through 100-line screen required.
- Screened area should be between 20% and 80%.
- Please note 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.
- Reverse type should not be less than 14-point sans serif.

For more information go online at www.utads.com, or call your account manager.

Translations and production

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

The San Diego Union-Tribune.

To advertise, call (619) 299-3131 • (800) 244-6397 ext. 2491

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

www.utads.com