

# Retail Enlace (Weekly Spanish language publication)

## ■ Enlace Rates

	Cost Per Col. Inch ROP RATES	PREPRINT SCHEDULE	(CPM) SINGLE SHEET RATES
Non-Agreement	\$32.00	A	\$31.00
\$2,500	26.55	A	27.00
5,000	24.45	A	27.00
15,000	22.85	A	27.00
25,000	20.20	B	26.00
100,000	19.15	B	26.00
175,000	18.10	C	25.00
275,000	17.00	C	25.00

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

### Pick-up Rates:

Repeat your Union-Tribune ad in Enlace within 10 days at your agreement rate or a 30% discount on the Enlace Open Rate, whichever is lower. The 30% discount also applies to color charges.

## ■ ROP Color Rates

One color	\$325.00
Two colors	475.00
Four colors	550.00

## ■ Enlace Preprint Rates

	(COST PER THOUSAND)		
	A SCHEDULE	B SCHEDULE	C SCHEDULE
4-Page Tab	\$34.00	\$31.00	\$29.00
6-Page Tab	36.00	33.00	31.00
8-Page Tab	46.00	43.00	41.00
10-Page Tab	54.00	51.00	49.00
12-Page Tab	57.00	54.00	51.00
14-Page Tab	61.00	59.00	56.00
16-Page Tab	65.00	61.00	58.00
18-Page Tab	69.00	65.00	62.00
20-Page Tab	72.00	68.00	65.00

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 for schedule 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](http://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](http://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](http://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. 1544

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

[www.utads.com](http://www.utads.com)