

# “U” Magazine Advertising, Full Run

Full run advertising appears in the San Gabriel Valley Tribune, Pasadena Star-News and the Whittier Daily News.

## daily rates

Ad Sizes	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*	Color Charge**		
									4c	2c	1c
Full page	5c x 12.00	2,484.00	2,360.00	2,236.00	2,112.00	1,863.00	1,739.00	1,615.00	18%	14%	9%
3/4	5c x 9.00	1,863.00	1,770.00	1,677.00	1,584.00	1,398.00	1,305.00	1,211.00	18%	14%	9%
1/2	5c x 6.00	1,284.00	1,220.00	1,156.00	1,091.00	963.00	899.00	835.00	18%	14%	9%
1/4	5c x 3.00	656.00	623.00	590.00	558.00	492.00	459.00	427.00	see representative		
1/9	2c x 3.50	357.00	340.00	322.00	304.00	268.00	250.00	233.00	see representative		
Non Modular PCI		48.30	45.90	43.50	41.10	36.30	33.90	31.40	see representative		

## sunday rates

Ad Sizes	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*	Color Charge**		
									4c	2c	1c
Full page	5c x 12.00	2,733.00	2,596.00	2,460.00	2,323.00	2,050.00	1,913.00	1,777.00	18%	14%	9%
3/4	5c x 9.00	2,050.00	1,947.00	1,845.00	1,742.00	1,537.00	1,435.00	1,333.00	18%	14%	9%
1/2	5c x 6.00	1,412.00	1,342.00	1,271.00	1,200.00	1,059.00	989.00	918.00	18%	14%	9%
1/4	5c x 3.00	722.00	685.00	649.00	613.00	541.00	505.00	469.00	see representative		
1/9	2c x 3.50	393.00	374.00	354.00	334.00	295.00	275.00	256.00	see representative		
Non Modular PCI		53.20	50.50	47.90	45.20	39.90	37.20	34.60	see representative		

## discounts / notations

**Government agency** rate is same as 8x rate. **Non-profit** rate is same as 52x rate.  
 Repeat same ad within 6 days - 1st rerun 25% off, 2nd rerun 35% off, 3rd rerun 40% off  
 Early week discount - pick up ad running Wed. - Sun. into Mon. or Tues. 45% off

\* Requires contract.

⌘ All color charges are at the regular rate card price. No discounting.