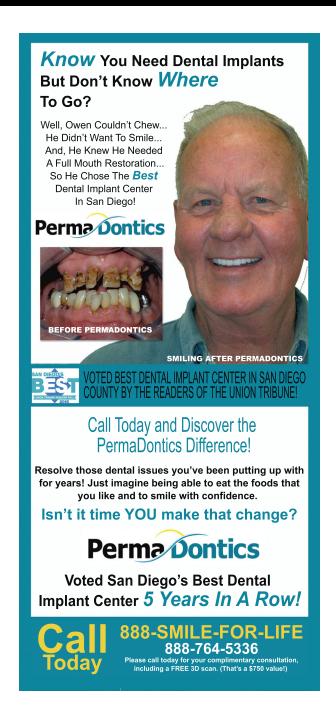
# designing for response & revenue

When you step into The San Diego Union-Tribune's Advertising Creative Department, you'll find an award-winning team of creative thinkers, designers and artists. This in-house ad agency is responsible for creating exceptional visual content that galvanizes our clients' efforts and helps them connect with their audience. In a world where impressions matter, our highly experienced designers come together as a team to create a completely new type of advertising that creatively addresses how to bridge the gap between strategy and delivery. We produce work that inspires, mobilizes and delivers measurable results across multiple platforms.

In San Diego, our mission is to advance our clients' goals because, let's face it — we all want to make a splash.



#### **PermaDontincs**



# **SMILE** SAN DIEGO! This group of doctors... they know what they are doing & they are gonna do it right. Call Today for **SPECIAL SUMMER SAVINGS** on Same Day Teeth!

888.SMILE.FOR.LIFE (888.764.5336)

permadontics.com

#### Rudford's

- Up sell and up scale
- size, design and audience
- "Spec to Spend"





#### Weststar Constuction

- Up sell and up scale
- size, design and audience
- "Spec to Spend"





#### **Preston Estate Planning**

- · Part of a complete and comprehensive new campaign that highlights human emotion visually as well as doubt in the minds of Living Trust owners - the resolve being the client's slogan "We fix trusts".
- · "Wow" team sales-initiative.



#### At least 86% of Trusts Do Not Adequately **Protect the Client!**

- 1. Most Trusts do not contain proper safeguards to protect you from serious problems associated with incapacity.
- 2. At least 90% of the Trusts we review will expose your children's inheritance to their lawsuits, creditors, and divorce.
- 3. Most Married couples are missing a key tax provision that can save their beneficiaries thousands in income taxed.
- 4. Retirement accounts are often ticking time bombs for your beneficiaries (due to a recent Supreme Court decision).
- 5. Many plans are missing the document needed to ensure that family members have access to information during an emergency (studies show that over 70% of patients do not have their Health Care Documents at the hospital).
- 6. The majority of the documents that we review contain severely outdated language.

#### Have your Trust reviewed to receive a FREE Kindle Fire® or a \$100 Visa Card!

If you have a Trust, plan to attend Attorney John M. Preston's presentation at 10:00AM in the San Diego Room, at the San Diego Union Tribune's Successful Aging Expo on Saturday, October 8 at the Mission Valley Town and Country.

During the presentation, you will learn the most common mistakes discovered in Trust Documents reviewed.

free of cost, by one of our attorneys. After your Trust is reviewed, you will receive a complimentary 14-point written analysis, revealing those areas of your Documents that leave you and your family vulnerable. Upon receiving your analysis, you will receive your choice of a

Kindle Fire® or a \$100 Visa card.

**RECEIVE A FREE: 14-POINT WRITTEN ANALYSIS OF YOUR TRUST DOCUMENTS AND A KINDLE FIRE® OR A \$100 VISA CARD** 





into editorial



## San Diego Food Bank

- Designed to encourage readers to participate in a civically responsible charity
- Campaign renewed and reused since 2013





# before

# after breakout into editorial

#### **Clear Choice**

 Designed to direct a response towards a lifestyle situation improved by a product





#### **Attic Construction**

#### WATER DISTRICT FAULTED ON QUAKE CONTRACTS

Audit says federal rules not followed:

5.6.2 million at tissue awarded to the content of the co

#### SIXTH-GRADERS CREATE OWN HABITAT WITH GRANT FROM AGENCY

reside on campus



Native plants now gist and coordinator for the federal agency's Carls-



Services

**GRID** • Backers say expanded network would be more efficient

After transaction part of the content of the conten





## PROTECT YOUR FAMILY FROM RATS IN THE ATTIC.



Rodent PROOF your home - eliminate extermination costs! 858-257-0882 | atticconstruction.com

#### LIMITED TIME OFFER!



Now through June 30th We will buy your old aluminum frame windows for \$89 each

replace them with ANUN Energy Efficient Dual Pane Windows' CALL NOW FOR YOUR FREE CONSULTATION!

858-877-5956





onstruction

# before

# after breakout into advertorial

## **Coles Fine Flooring**

- Design update to increase client's connection with the local community and elevate their product line
- Advertorial content inclusion with referrals to company achievements and confidence in product knowledge
- Design/content direction provided by the Advertising Creative Department on a regular basis
- Resulted in resigning of elapsed contract





#### Witt Lincoln

- Up-sell from a half page
- Introducing life-style into an otherwise sale-based campaign.
- "Wow" team sales-initiative

Space Age décor

#### **CUSTOM DESIGN EASIER THAN EVER**







Gather your thoughts and find your focus inside MKC. Surrounded by the peaceful energy of its meticulously crafted interior, relax into your heated driver's seat with power-adjustable lumbar support.



2017 LINCOLN MKC CROSSOVER

SPORT, LUXURY



into editorial



#### La JollaPlayhouse

 Designed to integrate and enhance the reader's experience



and Industry"
Opens Oct. 19. San Diego
Museum of Art, Ballboa
Park. \$12. (619) 232-7931
or sdmart.org
Using works mostly from the

\$5. (760) 436-6611 or luxartinstitute.org

The work of the New York-based Kuhn would



STEP RIGHT UP, LADIES AND GENTLEMEN, FOR AN ENTICING PEEK INSIDE THE WORLD OF SIDE SHOW.

Patron Services: (858) 550-1010 LaJollaPlayhouse.org

MORRISON FOERSTER

**RE-IMAGINED BROADWAY** MUSICAL

Northern Trust

book and lyrics by BILL RUSSELL music by HENRY KRIEGER

directed by BILL CONDON

## **Boys and Girls Club**

 Designed to integrate into the reader's experience

#### A YOUNG VOICE READY FOR STAGE IN OLD GAME

The American Para
the poster cells for poster cells for poster cells for the poster cells for the poster cells for poster cells for the poster cells for poster cells for the poster cells for the poster cells for poster cells for poster cells for the poster cells for poster cells for poster cells for poster cells for the poster cells for poste

OF BIRDS, TUNA, CATFISH AND WHAT'S UP NEXT

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#### U.S. TO FACE FAMILIAR FOE IN SUNDHAGE. SWEDEN

ASSOCIATE PRESS
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So the second of the second of





## ED ZIERALSKI Outdoors

#### PERFECT GIFTS FOR THE DAD WHO LOVES TO HUNT, FISH



best knives in the business, and their doer Hoist N Lok Big Game hoist and Hoist N Lok Tree Stand Hoist are a must for sook nust-ers. They include a cam innovation that locks the load into place without having to tie the rupe off. By great for lifting a stand up a tree or spetime that



#### **XOLOS HAVE MADE SWEEPING CHANGES**

Current donations equal \$5,308,740!

term. Soper Federico Viller from Federico VIII from Federico Viller from

MARK ZEIGLER + U-T Defender Greg Garza, who, like Corona, has played to Liga MXv Aperture talle in was hanced to Allas Popular bean in the final and setting who have in the final and setting who has not been considered in the control of the contr



Join Bill's Team Friendsof Bill Walton.org

KEARNY

WE MAKE IT Easy

Lease for

\$289/mo.

for 24 mos.

\$43,965 MSRP

FORD

PEARSON

Only 2

Available at

this offer!

On approved average credit.

VIN #F52549, F52550

#### **Sunroad Auto**

- Designed to gain the news reader's attention with factual advertorial
- · "Spec to Spend"

THE SAN DIEGO UNION-TRIBUNE | SUNDAY • SEPTEMBER 18, 2016

#### WASHINGTON'S BIRACIAL FAMILY TREE FOR-PROFIT COLLEGE

slaves recognized by National Park Service

BY MATTHEW BARAKAT



You resummber theme of them to the control of the c

## ITT FILES BANKRUPTCY

## **ODE TO THE SUNDAY DRIVE**

858-427-6287

the big stuff.

Take a bit of a detour and provided efficient new part band in the big stuff.

The control the truck with bead inland to Korestown, truck, as you make plans for bead in the big stuff.

Pack the truck with where you can find all the your next adventure.

PEARSON FORD

7303 Clairemont Mesa Blvd. San Diego, CA 92111

2016 F-150 **Supercrew** EcoBoost

W W W . K E A R N Y P E A R S O N F O R D . C O M



## Recognizing addiction in older adults

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Addiction arrong older adults is a result and acceptance and acceptance and acceptance and acceptance and acceptance and acceptance acceptance and acceptance accepta

FOERSTER USbank

into advertorial



## La Jolla Playhouse

· Designed to gain the news reader's attention with fictional and factual advertorial

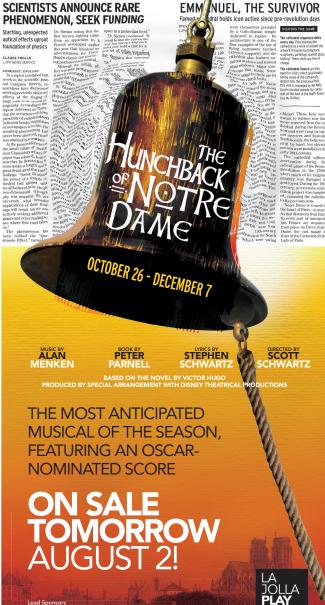


Victorial California estitution of the control of t

**■■**NEWMAN uT 1176 Morena Blvd. | 6110 Yarrow Dr. |
San Diego, CA 92110 | Carlsbad, CA 9201 |
Mon-Ri Sam-Spm | Mon-Ri Sam-Spm; Sat 8a |
619.677.6511 | 760.764.4553



**Your trusted source for**WINDOWS & DOORS



LaJollaPlayhouse.org

#### **APPELLATE COURT OVERTURNS RULINGS ON HIGH-SPEED RAIL**

Decision allows state to resume selling bonds for \$68B project



#### CELLS . Researchers praise study, but are cautious about predicting next steps



cevinfaulconer@sandiego.gov

619.236.6330

## **Aquatic Center**

· Designed to blend with editorial and amuse the reader

## SAN DIEGO UNIFIED TEACHER PAY AVERAGE AT BEST IN THE COUNTY

| Outric University Seed adary | Salazy after 10-years | Maximum salazy | Natura | Seed adary |

e cost and astruct controllusions at selectes school districts in the county.

District Employee only Family plan by Unified \$0 \$0 \$15,160 \$22,843 \$1,000 \$1

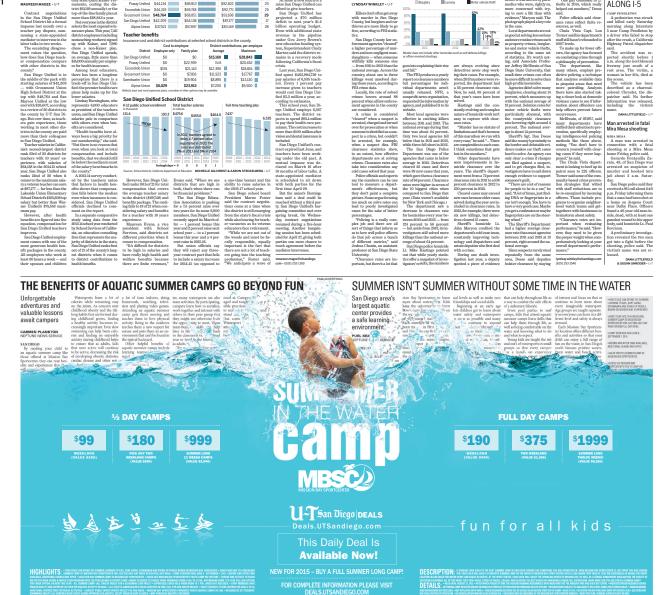
measurement raises the question, because the growth of participation of the participation of

#### MURDERS MOSTLY SOLVED: MINOR CRIMES LESS SO

law enforcement mirror U.S. trends

DRIVER KILLS

and decided to take a photograph of the bother parameters
which there directoring
"That deputy had the control of the charge o PEDESTRIAN



## La Jolla Music Society

- · Designed to intermingle with editorial and add credibility to the client's advertorial
- Up-sell from a quarter page
- "Spec to Spend"



in-camera imagery

OLD-SCHOOL VISUAL EFFECTS MAKING A COMEBACK

PRESTIGIOUS DANCE TROUPES TO VISIT SAN DIEGO La Jolla Music Society's Dance Series



#### ZAK • Author's love of being around water plays a big role in the novel

PRESENTED BY **WALLA JOLLA MUSIC SOCIETY** 



October 30, 2015 • 8 PM • San Diego Civic Theatre

Box Office • 858.459.3728 • 9 AM - 5 PM Monday - Friday • LJMS.org

creative ad space

## La Lolla Playhouse

- Designed to interrupt and engage the reader's experience
- Required authorization and approval from Disney Corporate marketing.





**USbank** Don't Miss Out. Buy Now!

## Italian artist Cugusi speaks 'visual language'

he abstract paintings of Italian artist Siro Cugusi defy a clear definition. The colors and textures suggest



NOW PLAYING!

#### CYGNET THEATRE UNVEILS LINEUP FOR 2017-18 SEASON

Old Town institution work for its 15th year

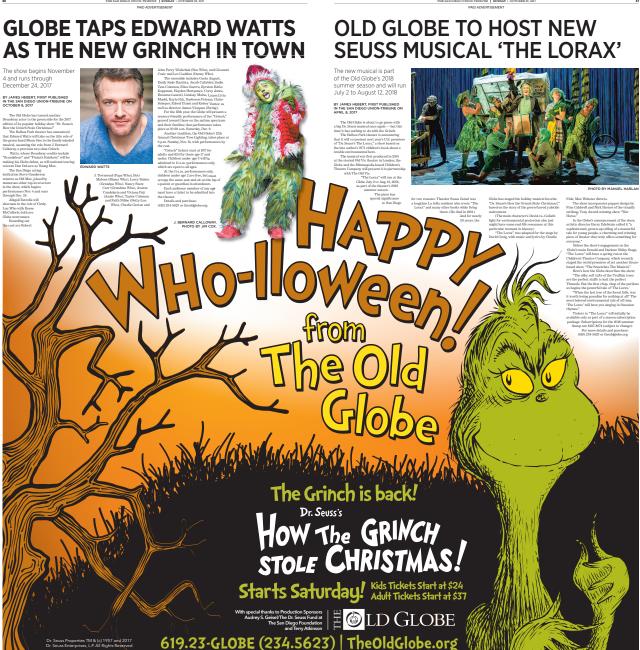


into previously run editorial content

LOST KINGDOMS

#### **Old Globe Theatre**

- Annual performace launch and client holiday greeting with included reviews from past editorial publications
- Included a section front tease
- Required authorization and approval from Dr. Seuss Properties corporate marketing
- Up-sell from a full page
- "Spec to Spend"







# front page

# dominance

#### **Old Globe Theatre**

- Annual client holiday greeting
- First-ever client masthead manipulation with breakout banner ad
- Required authorization and approval from Dr.
   Seuss Properties corporate marketing and SDU-T editor/publisher
- Up-sell from a banner ad
- "Spec to Spend"



#### **Old Globe Theatre**

- Client holiday greeting with ticket sales and premier announcement
- Client masthead manipulation with breakout banner ad
- Section front tease to breakout ad into advertorial
- Required authorization and approval from Dr.
   Seuss Properties corporate marketing and SDU-T editor/publisher
- Up-sell from a full page
- "Spec to Spend"





ad suite

Tickets Start at \$45

2014-2015 Special Events:

OPERA

ZINE



GOLD Award - Newspaper PEOPLE'S CHOICE Award

## San Diego Opera

- Showcasing prominent artwork while adding vitality and strength to a recovering performing arts institute
- Up-sell from a full page
- Garnered the first ever gold award for newspaper design in the 100 year history of the San Diego American **Adverting Awards**
- · "Spec to Spend"







ad suite, innovative ad shape

## San Diego Opera

- Designed to resemble editorial features
- Up sell from a full page







ad suite, breakout into editorial

## San Diego Opera

- Designed as a brief introduction to a new season, intermingled with the reader experience
- Up sell from a full page







ad suite, breakout into editorial

## La Jolla Playhouse

 Designed as a set of three smaller teaser ads that resolve to a statement breakout

• Up sell from a full page

