

# PB Monthly

# Point Loma-OB Monthly



Amplify your message with PB Monthly and Pt Loma - OB Monthly extensive portfolio of print and digital products and services that are measured to help you reach your target audience and grow your business.

# Eleven Affluent Markets... One Great Buy

## Monthly Publications

### ZONE 7

Pacific Beach



#### PB Monthly

Circulation..... 15,723  
Home Delivery..... 14,723  
Newsstand ..... 1,000  
Readership..... 31,446

**\$1,175,000**  
median home price.

68 percent of college  
educated adults.

**\$61,754** Median Effective  
Buying Income (EBI)  
per household.

48 percent of households  
with income of \$75,000  
or more.

[pbmonthly.net](http://pbmonthly.net)

### ZONE 8

Pt. Loma - OB



#### Pt. Loma-OB Monthly

Circulation..... 16,550  
Home Delivery..... 15,550  
Newsstand ..... 1,000  
Readership..... 33,100

**\$1,023,000**  
median home price.

62 percent of college  
educated adults.

**\$66,731** Median Effective  
Buying Income (EBI)  
per household.

48 percent of households  
with income of \$75,000  
or more.

[pointloma-  
obmonthly.com](http://pointloma-obmonthly.com)

Demographic data: Nielsen 2017 | Real estate data: Greater San Diego Association of Realtors, Year-To-Date SFH April 2017

# Point Loma-OB Monthly

## Real Estate

Be a part of Point Loma and Ocean Beach's monthly publications focusing on the affluent families that call both communities home.

A community favorite magazine direct mailed to Point Loma and Ocean Beach most affluent households. Reach targeted postal carrier routes with average property values over \$750,000 and average household income over \$70,000. Pt Loma - OB Monthly covers the people, places, events and the local business scene. Separate yourself and reach consumers who will help you grow your business.

- Direct mailed monthly to over 15,000 households
- 1,000 additional copies distributed in key locations throughout Pacific Beach, Point Loma and Ocean Beach
- Cost effective monthly rates
- Printed with gloss cover and newspaper stock
- High impact units available
- Reach active and educated customers in your community

### Advertising Rates

AD SIZE	1 issue	3 issue	6 issue	12 issue
Full Page	\$1,400	\$1,300	\$1,200	\$1,100
1/2 Page	\$840	\$780	\$720	\$660
1/4 Page	\$504	\$468	\$432	\$396
1/8 Page	\$306	\$281	\$260	\$238
Inside Back Cover (Gloss)	N/A	N/A	\$1,590	\$1,375
Inside Front Cover (Gloss)	N/A	N/A	\$1,590	\$1,375
Back Cover (Gloss)	N/A	N/A	N/A	\$1,490



### 2021 Publication Dates and Deadlines

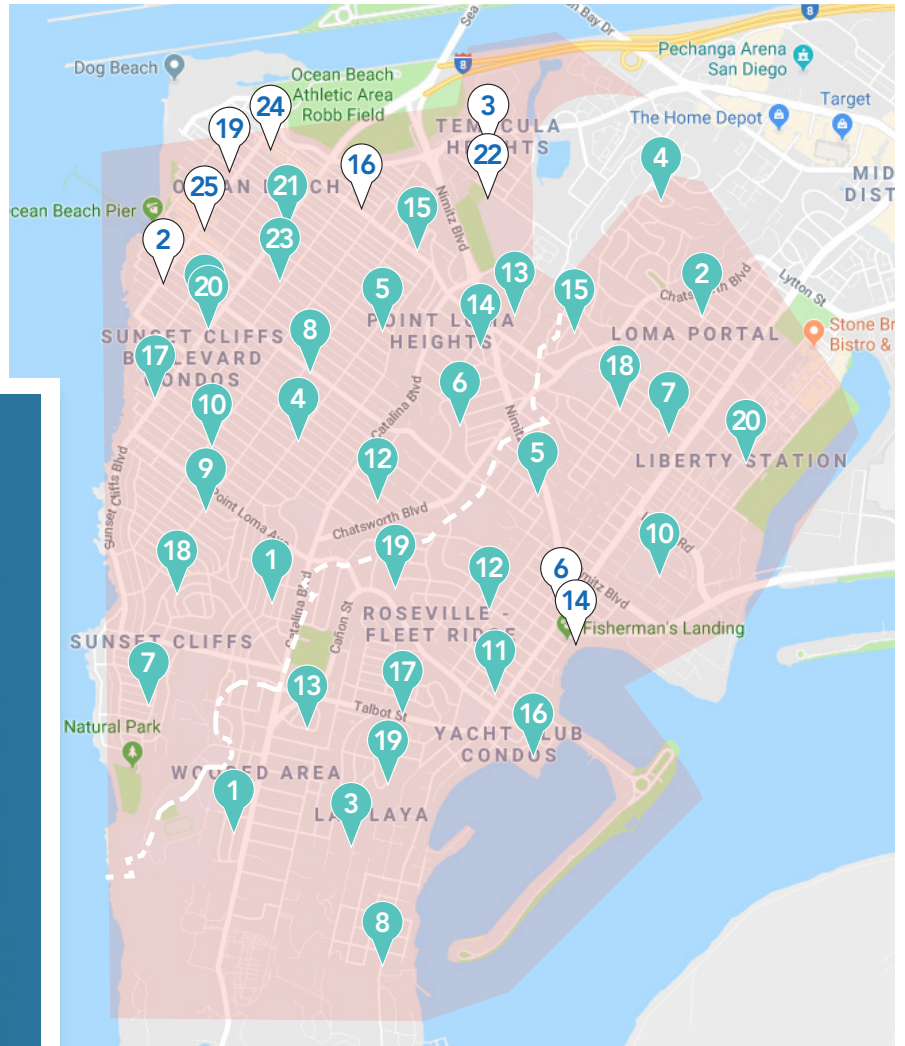
Month Deadline	Space Reservation Date	Publication Date
January	January 7	January 21
February	February 4	February 18
March	March 4	March 18
April	April 1	April 15
May	May 6	May 20
June	June 3	June 17
July	July 8	July 22
August	August 5	August 19
September	September 2	September 16
October	October 7	October 21
November	November 4	November 18
December	December 2	December 16

Ask about our other print publications and our full suite of digital business solutions.

# Direct Mail Postal Routes

## Point Loma-OB Monthly

15,551 mailed to homes  
and 1000 additional copies  
distributed at key locations  
around town.



Indicates targeted affluent  
Pt Loma/OB Postal Routes



Indicates Excluded  
Pt Loma/OB Postal Routes



Targeted routes have an average home price  
of \$750,000 and above, average income of  
\$70,000 and above and more than two-thirds  
single family residences.

Distribution: 16,552 | Readership: 33,102



# PB Point Loma-OB Monthly Monthly Mail Delivery Insert Rates

(are determined by weight for all quantities)

## Mail Delivered Guidelines

- Preprints are charged on a cost per thousand basis, weight rounded up to nearest .05/ounce
- Rates subject to change based on USPS rate changes
- Inserts in mailed distribution must include the entire ZIP code
- A spoilage quantity of 2% or 500 pieces is required for all advertising supplements
- Preprints with a postal indicia are not accepted

## Specifications

Preprints not meeting minimum specifications may be subject to additional handling charges.

- Minimum size is 4.125" by 5.875"
- Maximum size is 10.5" by 12.5"
- Single sheet paper stock minimum is 60#

## Deadlines

- Ordering deadline is 14 days prior to insertion date
- Delivery deadline is one week prior to insertion date

## Folding Charges

- Single sheet up to 8 page tab \$15.00 per thousand
- 12 pages and up \$18.00 per thousand

## Delivery Instructions

Advanced Web Offset  
2260 Oak Ridge Way, Vista, CA 92081  
Attn: Preprint Receiving

## Receiving Hours

8 AM to 4:30 PM Monday to Friday

Weight in Ounces	CPM	Weight in Ounces	CPM
.30	\$47	1.20	\$92
.35	48	1.25	95
.40	50	1.30	98
.45	52	1.35	101
.50	54	1.40	103
.55	56.50	1.45	106
.60	59	1.50	108
.65	61	1.55	111
.70	63	1.60	114
.75	66.50	1.65	117
.80	70	1.70	119
.85	73	1.75	123
.90	75	1.80	126
.95	77	1.85	131
1.0	79	1.90	134
1.05	84	1.95	136
1.10	87	2.00	139
1.15	90	2.05+	Contact Rep



# Union Tribune Community Press Online Advertising Rates

lajollalight.com | delmartimes.net | ranchosantafereview.com | pbmonthly.net  
pointloma-obmonthly.com | pomeradonews.com | ramonasentinel.com | encinitasadvocate.com

Now offering a full suite of business solutions:

SEO • SEM • Social Media • Retargeting  
Email • Reputation Management • Video  
OTT • CTV • Mobile Ticker



## BUY MORE & SAVE!

2 websites .....	5% off
3 websites .....	10% off
4 websites .....	15% off
5 websites .....	20% off
6 websites .....	25% off
7 websites .....	30% off

## Run of Site Units

All rates are per month except 7-day homepage takeovers. Ads must run consecutive months. In the event of cancellation of an agreement, advertiser will be rebilled at the monthly rate earned. Number of rotations per unit is based on total of all ads per site for specific ad size. Homepage takeover will occupy a minimum of 3 ad positions on home page for 7 consecutive days.

### BANNER 728x90

	30 DAYS	3 MO.	6 MO.	12 MO.
La Jolla	\$450	\$395	\$345	\$295
Encinitas	\$300	\$275	\$250	\$200
Rancho Santa Fe	\$320	\$265	\$215	\$160
North Coastal*	\$450	\$395	\$345	\$295
Pacific Beach	\$450	\$275	\$250	\$200
Point Loma/Ocean Beach	\$450	\$275	\$250	\$200
Poway/Rancho Bernardo	\$450	\$395	\$345	\$295
Ramona	\$450	\$275	\$250	\$200

### CUBE 300x250

	30 DAYS	3 MO.	6 MO.	12 MO.
La Jolla	\$395	\$350	\$310	\$280
Encinitas	\$225	\$185	\$150	\$125
Rancho Santa Fe	\$285	\$250	\$210	\$180
North Coastal*	\$395	\$350	\$310	\$280
Pacific Beach	\$275	\$225	\$190	\$175
Point Loma/Ocean Beach	\$275	\$225	\$190	\$175
Poway/Rancho Bernardo	\$395	\$350	\$310	\$280
Ramona	\$225	\$185	\$150	\$125

### DOUBLE CUBE 300x600

	30 DAYS	3 MO.	6 MO.	12 MO.
La Jolla	\$615	\$540	\$480	\$435
Encinitas	\$375	\$295	\$240	\$200
Rancho Santa Fe	\$450	\$400	\$335	\$290
North Coastal*	\$615	\$540	\$480	\$435
Pacific Beach	\$375	\$295	\$240	\$200
Point Loma/Ocean Beach	\$375	\$295	\$240	\$200
Poway/Rancho Bernardo	\$615	\$540	\$480	\$435
Ramona	\$374	\$295	\$240	\$200

### HOMEPAGE TAKEOVER

(Banner, Cube, Double Cube)	7 Days
1 Site	\$1,100
2 Sites	\$1,700
3 Sites	\$2,200
4 Sites	\$2,600
5 Sites	\$2,900
6 Sites +	\$3,100

\*North Coastal: Carmel Valley News, Del Mar Times, Solana Beach Sun

# Newspaper & Online

## Production Specs

### Method of submitting artwork and ads

- E-mail, Drop Box or Google Drive

### When sending via e-mail please be specific with:

- The size of your ad
- Your business name
- Name of your advertising representative
- Issue and date of your ad placement

When submitting artwork, please place all files in a single compressed folder with the business name & date of your ad placement.

### Digital Art And Photo Submission

- File format: PDF, JPEG or EPS
- File size: Minimum 240-300 DPI at image size to be printed.
- CMYK

Web images are generally unacceptable (usually too small).

If you are submitting a file in Illustrator or InDesign please include all fonts and images used in the production of the file.

### When Submitting Complete Ads

- Images should be readable on the Mac platform and applications (InDesign, Illustrator or Photoshop)
- File format: PDF, JPEG, EPS, InDesign Document, Photoshop Document, Illustrator Document.

Advertisers who submit ads in PDF, JPEG, EPS format are responsible for the way the ad prints.

### In-House Art Dept

The art department can help you create an advertising campaign to reach your audience. We can also create ancillary marketing projects and take care of all your printing needs. With years of design experience, your ad campaign is in good hands with us.

## ONLINE AD PRODUCTION SPECS

**Accepted File Format:** GIF87, GIF89a, JPEG

**Resolution:** 72 dpi

**Animation:** GIF animation is permitted unless ad uses excessive system resources. No blinking.

**Click Url:** Click URL must be included when creative is submitted. Only one URL per ad.

**Guidelines:** All creative assets must be submitted for testing and approval at least 5 business days prior to the campaign start date. Ads may not be designed to blend in with the site or mimic editorial fonts or colors. Ads may not include fake form elements or other graphic symbols that represent non-existent functionality. No Flash ads or ads employing java script or other scripting languages are permitted. No pop-up or free-form ads.

