

Union-Tribune COMMUNITY PRESS



Amplify your message with Union-Tribune Community Press extensive portfolio of print and digital products and services that are measured to help you reach your target audience and grow your business.

2023 REAL ESTATE MEDIA KIT

Circulation

11 NEWSPAPERS
148,906 TOTAL CIRCULATION
329,115 TOTAL READERS

ZONE 1

La Jolla Light

Distribution: 18,080
 Readership: 43,392

ZONE 2

Rancho Santa Fe Review

Distribution: 7,202
 Readership: 17,285

ZONE 3

Del Mar Times

Distribution: 7,231
 Readership: 17,354

Carmel Valley News

Distribution: 17,596
 Readership: 42,230

Solana Beach Sun

Distribution: 4,234
 Readership: 10,162

ZONE 4

Encinitas Advocate

Distribution: 17,676
 Readership: 42,422

ZONE 5

Poway News Chieftain

Distribution: 14,902
 Readership: 29,804

Rancho Bernardo/4S Ranch News Journal

Distribution: 16,731
 Readership: 33,462

ZONE 6

Ramona Sentinel

Distribution: 13,165
 Readership: 28,863

ZONE 7

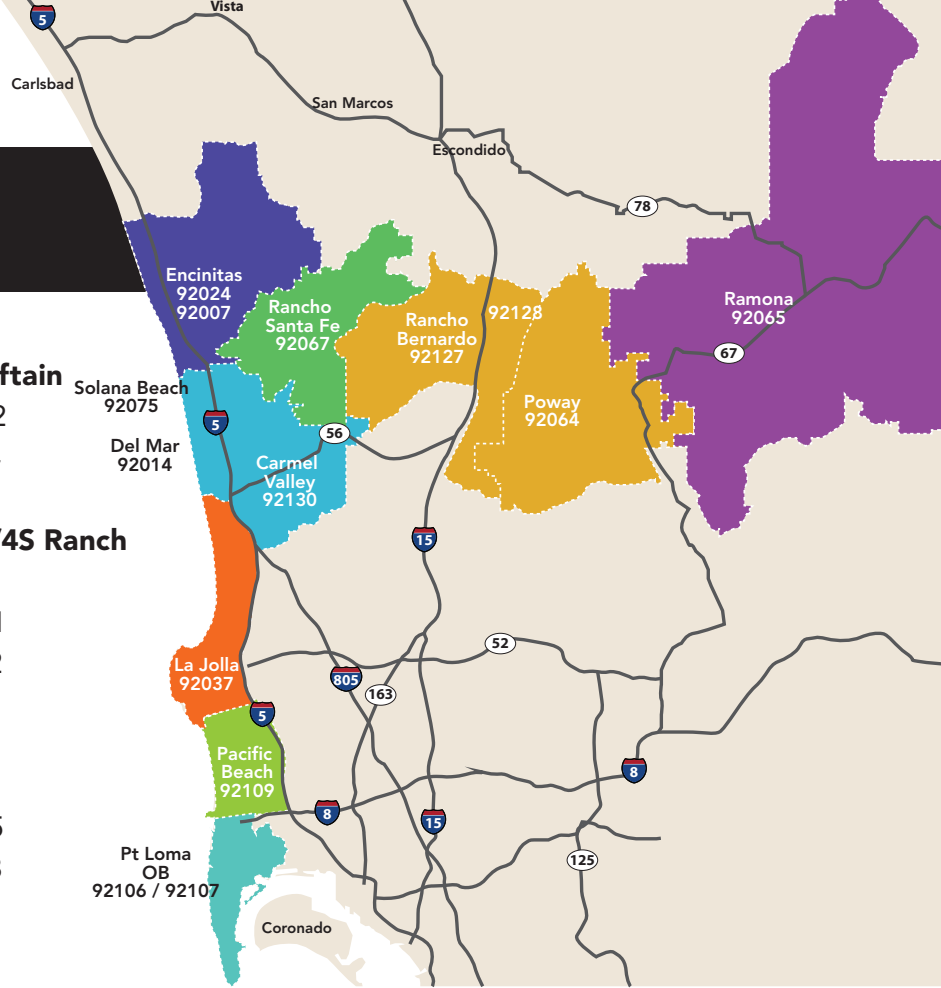
PB Monthly

Distribution: 15,723
 Readership: 31,446

ZONE 8

Pt Loma - OB Monthly

Distribution: 16,552
 Readership: 33,102



Home Delivery Demographics*

Community	Average Household Income	% of Households +\$100K	Median Age	College Education
La Jolla	\$176,055	58%	43.9	81%
Rancho Santa Fe	\$226,644	70%	53.3	76%
Carmel Valley	\$207,027	75%	38.5	84%
Del Mar	\$216,157	69%	52.4	83%
Solana Beach	\$176,041	62%	45.6	76%
Encinitas	\$163,371	60%	44.2	72%
Rancho Bernardo	\$161,349	65%	40.9	72%
Poway	\$155,877	59%	43.6	60%
Ramona	\$124,932	53%	40.5	40%
Pacific Beach	\$112,790	43%	33.0	73%
Pt. Loma -OB	\$136,563	52%	37.5	67%

Demographic data: U.S. Census Bureau, ESRI forecasts for 2021

Newspaper Market

Coastal

- La Jolla Light
- Carmel Valley News
- Del Mar Times
- Solana Beach Sun
- Encinitas Advocate
- Rancho Santa Fe Review
- PB Monthly
- Pt. Loma - OB Monthly

Inland

- Poway News Chieftain
- Rancho Bernardo News Journal
- Ramona Sentinel

Eleven Affluent Markets... One Great Buy

North Inland Zones

ZONE 5

Poway

Rancho Bernardo



**Poway News
Chieftain**
92064

Circulation 14,902
Home Delivery 14,195
Newsstand 707
Readership 29,804

\$155,877
Average Household Income

59%
% of Households +\$100K

43.6
Median Age

60%
College Education

pomeradonews.com



**Rancho Bernardo
News Journal**
92127 & 92128

Circulation..... 16,731
Home Delivery 15,859
Newsstand 872
Readership 33,462

\$161,349
Average Household Income

65%
% of Households +\$100K

40.9
Median Age

72%
College Education

ZONE 6

Ramona



**Ramona
Sentinel**
92065

Circulation..... 13,165
Home Delivery 12,600
Newsstand 565
Readership 28,963

\$124,932
Average Household Income

53%
% of Households +\$100K

40.5
Median Age

40%
College Education

ramonasentinel.com

Within the boundaries of one of California's best school districts are the communities of Poway, Rancho Bernardo and 4S Ranch. Our two community newspapers, the Poway News Chieftain and the Rancho Bernardo News Journal are the only weekly newspapers devoted entirely to covering the people, schools, businesses and the issues of these communities. These are close-knit, locally-focused communities who rely on our newspapers to provide them with local news unreported elsewhere. Since 1955, the Chieftain has been the local news leader for Poway, and the Journal has covered the RB beat for more than 20 years with combined distribution of more than 31,500 and 63,000 readers every week. Ramona distribution is more than 13,000 and 28,000 readers every week. Combined distribution of all north inland is over 44,500 and 92,000 readers weekly.

Demographic data: U.S. Census Bureau, ESRI forecasts for 2021

North Inland County's Finest Communities

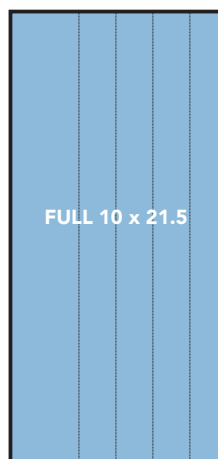
Real Estate Advertising Rates

Ramona

Ad rates are per insertion, per zone and include full color. All rates are net. Rates are per ad.

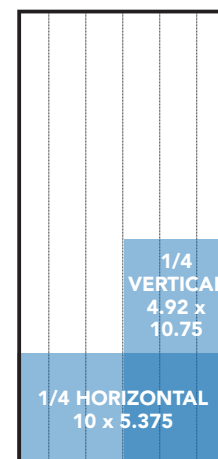
FULL PAGE

52 per year.....	\$880
26 per year.....	\$955
12 per year.....	\$1,030
6 per year.....	\$1,110
1 per year.....	\$1,230



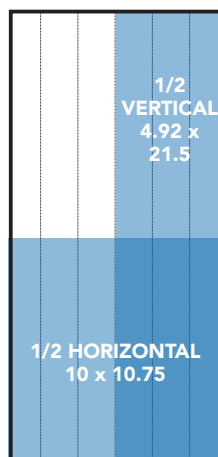
QUARTER PAGE

52 per year.....	\$315
26 per year.....	\$340
12 per year.....	\$370
6 per year.....	\$395
1 per year.....	\$440



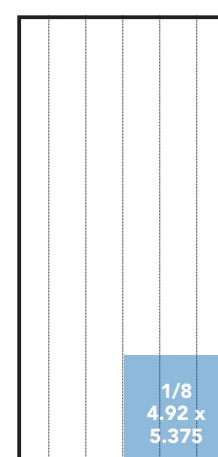
HALF PAGE

52 per year.....	\$525
26 per year.....	\$575
12 per year.....	\$615
6 per year.....	\$665
1 per year.....	\$740



EIGHTH PAGE

52 per year.....	\$190
26 per year.....	\$210
12 per year.....	\$220
6 per year.....	\$245
1 per year.....	\$265



ZONE 6 Ramona Sentinel

Distribution: 13,165

Readership: 28,963

Guaranteed Placement

15% premium (if available)

Space and Copy Deadline:

Thursday 4 pm

Union-Tribune
COMMUNITY PRESS

Ramona Sentinel
Thursday, December 14, 2023 • Vol. 10, Issue 48 • \$5.00
Ramona Community Newspaper for Zone 6

INSIDE
Building gets fitness garage, 10
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RAMONA SENTINEL
A Division of Union-Tribune
1300 Main St., Suite 105
Ramona, CA 92065
(760) 788-4242
www.ramonasentinel.com

Free train rides still scheduled, despite sex offender reports
BY JANE GALANT
Ramona residents have been told that the train rides along the San Diego River will continue as scheduled. The rides are being held for the benefit of the community and are not being held for the benefit of sex offenders. The rides are being held for the benefit of the community and are not being held for the benefit of sex offenders. The rides are being held for the benefit of the community and are not being held for the benefit of sex offenders.

UKULADIES SPREAD CHRISTMAS CHEER
Ramona's Ukuladies will continue their free Christmas sing-alongs and street performances in the Ramona Canyon Community Center, 1215 Main St., at 4 p.m. Thursday, Dec. 14, and at 10 a.m. Sunday, Dec. 16. The group will be joined by the Ramona Ukuladies, a group of women who play ukuleles and sing Christmas songs. The group will be joined by the Ramona Ukuladies, a group of women who play ukuleles and sing Christmas songs. The group will be joined by the Ramona Ukuladies, a group of women who play ukuleles and sing Christmas songs.

Jacob commends progress on greenway easements
BY JANE GALANT
Jacob commends the progress on greenway easements. The easements are being used for the benefit of the community and are not being used for the benefit of sex offenders. The easements are being used for the benefit of the community and are not being used for the benefit of sex offenders. The easements are being used for the benefit of the community and are not being used for the benefit of sex offenders.

Merry Christmas from our family to yours!
\$25 off your next delivery
Merry Christmas from our family to yours! \$25 off your next delivery. Merry Christmas from our family to yours! \$25 off your next delivery. Merry Christmas from our family to yours! \$25 off your next delivery.

Mail Delivery Insert Rates

(are determined by weight for all quantities)

Del Mar Times
Solana Beach
La Jolla Light
Rancho Santa Fe Review
Encinitas Advocate
PB Monthly
Pt. Loma - OB Monthly

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
- \$75 surcharge if insert drop is less than 10,000 pieces
- A spoilage quantity of 2% or 500 pieces is required for all advertising supplements
- Preprints with a postal indicia are not accepted
- Tabs exceeding (10" x 10") must be quarter folded

Specifications

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

- Minimum size is 5" by 7"
- Maximum size: Two-sided piece unfolded is 10" by 10" (Additional charge for folding)
- Single sheet paper stock minimum is 70# bond offset (5) 100# coated (5) 4-page tabloid (10" x 10") may be on 30# stock minimum. Sizes exceeding 10" x 10" size must be quarter folded

Deadlines

- Ordering deadline is 10 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

Packing Instructions

- All publications and insertions dates should be packaged separately.
- The skid flag must indicate the publication and publication date.
- Preprints should be stacked (in turns of 200 or more) on standard 3-1/2- ft x 4-ft. skids.
- Each skid should weigh less than 2,000 lbs.
- Sections should be brick stacked (interlocking) and strapped on all four sides.

Delivery Instructions

Los Angeles Times
2000 E 8th Street
Los Angeles, CA 90021
Attn: Omar Moreno
(213) 237-5656

Receiving Hours

7:00am-3:30pm Monday to Friday

Weight in Ounces	CPM	Weight in Ounces	CPM
.30	\$49	1.20	\$94
.35	\$50	1.25	\$97
.40	\$52	1.30	\$100
.45	\$54	1.35	\$104
.50	\$56	1.40	\$106
.55	\$58	1.45	\$108
.60	\$61	1.50	\$110
.65	\$63	1.55	\$113
.70	\$65	1.60	\$116
.75	\$69	1.65	\$119
.80	\$72	1.70	\$123
.85	\$75	1.75	\$126
.90	\$77	1.80	\$131
.95	\$79	1.85	\$134
1.0	\$81	1.90	\$136
1.05	\$86	1.95	\$139
1.10	\$89	2.00	\$141
1.15	\$92	2.05+	Contact Rep



Rancho Bernardo/4S Ranch News Journal

- Rates subject to change based on the actual size of the insert received
- \$75 surcharge if insert drop is less than 10,000 pieces
- Must include entire ZIP code
- A spoilage quantity of 2% or 500 pieces is required for all advertising supplements

- Minimum size is 5" by 7"
- Maximum size: Two-sided piece unfolded is 10" by 10" (Additional charge for folding)
- Single sheet paper stock minimum is 70# bond offset (5) 100# coated (5) 4-page tabloid (10" x 10") may be on 30# stock minimum. Sizes exceeding 10" x 10" size must be quarter folded

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- Delivery deadline is one week prior to insertion date

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- 12 pages and up \$18.00 per thousand

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Los Angeles Times
2000 E 8th Street
Los Angeles, CA 90021
Attn: Omar Moreno
(213) 237-5656

7:00am-3:30pm Monday to Friday

Size		CPM
Single Sheet (2 Pages)		\$30.00
Tab Pages	Standard Pages	CPM
4 Page Tab	2 Page Standard	\$37.00
6 Page Tab		\$39.00
8 Page Tab	4 Page Standard	\$49.00
10 Page Tab		\$57.00
12 Page Tab	6 Page Standard	\$60.00
14 Page Tab		\$64.00
16 Page Tab	8 Page Standard	\$68.00
18 Page Tab		\$72.00
20 Page Tab	10 Page Standard	\$75.00
Please call for a quote if over 22+ pages.		



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.

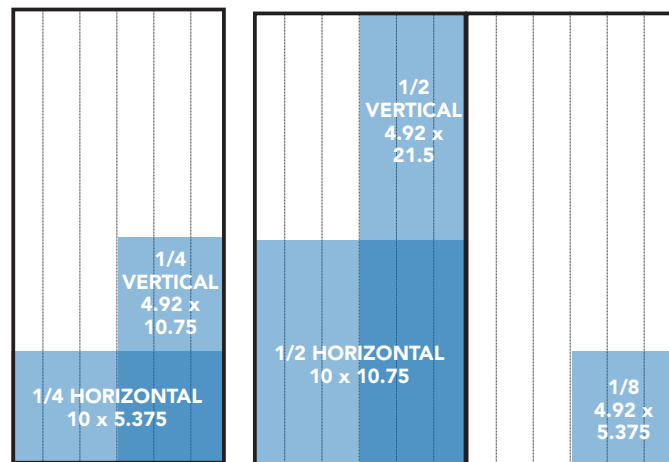
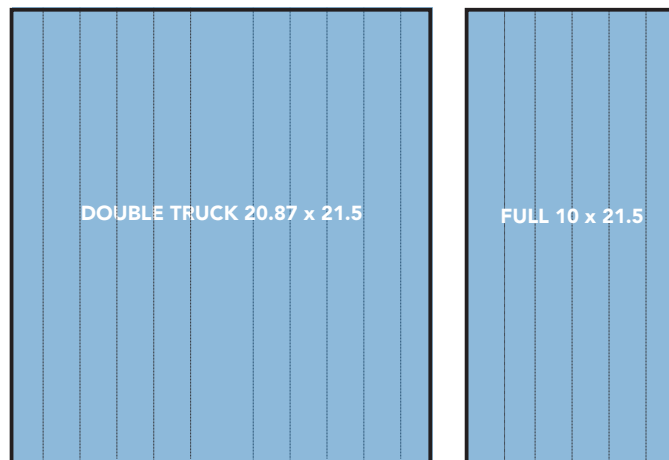
When Submitting Complete Ads

- 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

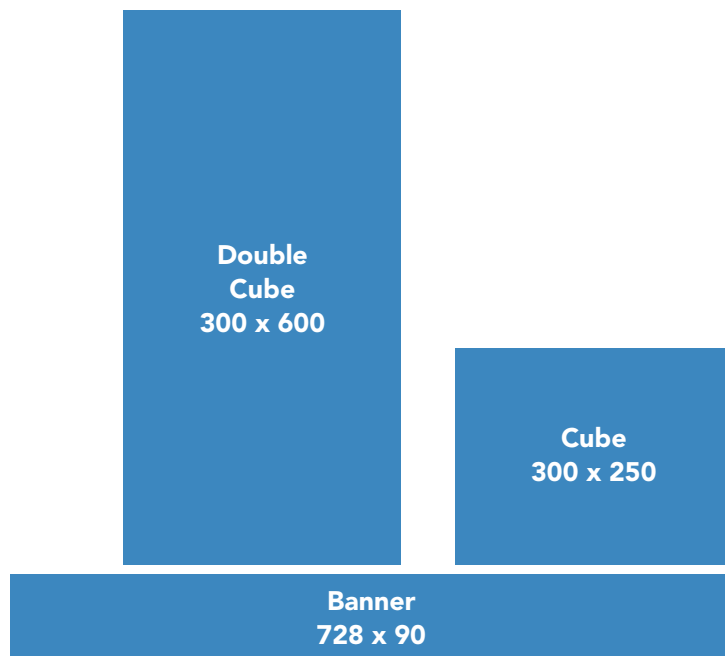
Accepted File Format: GIF87, GIF89a, JPEG

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.



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
Geofencing • Newsletters • Home Page Takeovers



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