

# 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.

**2021 RETAIL 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

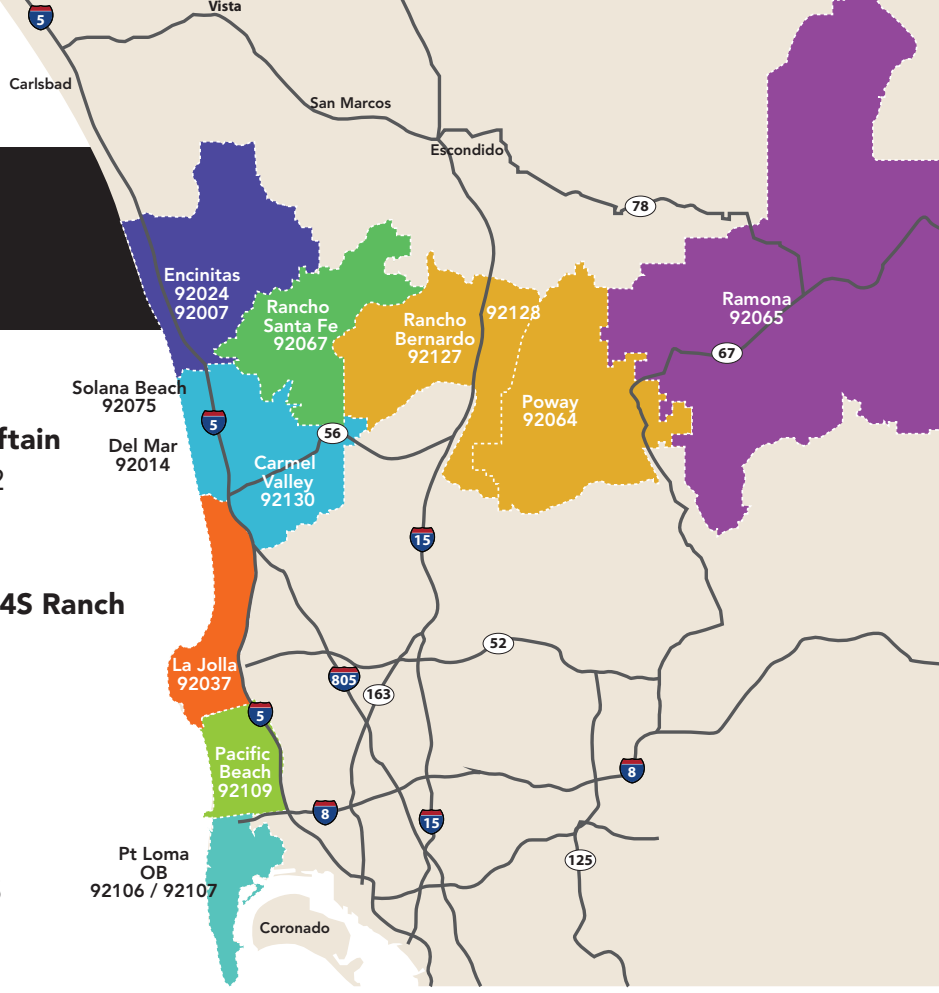
**Ramona Sentinel**  
 Distribution: 13,165  
 Readership: 28,863

## ZONE 7

**PB Monthly**  
 Distribution: 15,723  
 Readership: 31,446

## ZONE 8

**Pt Loma - OB Monthly**  
 Distribution: 16,552  
 Readership: 33,102



# 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

## Home Delivery Demographics\*

Community	EBI/HH	College Education	HHI of 75K +
La Jolla	\$81,130	80%	60%
Rancho Santa Fe	\$97,667	80%	67%
Carmel Valley	\$105,446	82%	75%
Del Mar	\$95,035	78%	73%
Solana Beach	\$79,510	68%	60%
Encinitas	\$77,835	65%	65%
Rancho Bernardo	\$88,534	69%	66%
Poway	\$82,224	55%	64%
Ramona	\$68,841	35%	55%
Pacific Beach	\$61,754	68%	48%
Pt. Loma -OB	\$66,731	62%	48%

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

# Eleven Affluent Markets... One Great Buy

## Coastal Zones

### ZONE 1

La Jolla



#### La Jolla Light

Circulation..... 18,080  
Direct Mail ..... 15,295  
Newsstand ..... 2,785  
Readership ..... 43,392

\$2,000,000  
median home price.

80 percent of college  
educated adults.

\$81,130 Median Effective  
Buying Income (EBI)  
per household.

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

[lajollalight.com](http://lajollalight.com)

### ZONE 2

Rancho Santa Fe



#### Rancho Santa Fe Review

Circulation..... 7,202  
Direct Mail ..... 6,192  
Newsstand ..... 1,010  
Readership ..... 17,285

\$2,075,000  
median home price.

80 percent of college  
educated adults.

\$97,677 Median Effective  
Buying Income (EBI)  
per household.

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

[ranchosanta  
fereview.com](http://ranchosantafereview.com)

### ZONE 3

Carmel Valley



#### Carmel Valley News

Circulation..... 17,596  
Home Delivery ..... 16,596  
Newsstand ..... 1,000  
Readership ..... 42,230

\$1,250,000  
median home price.

82 percent of college  
educated adults.

\$105,446 Median Effective  
Buying Income (EBI)  
per household.

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

[sdcarmel  
valleynews.com](http://sdcarmelvalleynews.com)

Del Mar



#### Del Mar Times

Circulation..... 7,231  
Direct Mail ..... 6,381  
Newsstand ..... 850  
Readership ..... 17,354

\$1,712,000  
median home price.

78 percent of college  
educated adults.

\$95,035 Median Effective  
Buying Income (EBI)  
per household.

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

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

Solana Beach



#### Solana Beach Sun

Circulation..... 4,234  
Direct Mail ..... 3,434  
Newsstand ..... 800  
Readership ..... 10,162

\$1,500,000  
median home price.

68 percent of college  
educated adults.

\$79,510 Median Effective  
Buying Income (EBI)  
per household.

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

[solanabeach  
sun.com](http://solanabeachsun.com)

### ZONE 4

Encinitas



#### Encinitas Advocate

Circulation..... 17,676  
Direct Mail ..... 17,011  
Newsstand ..... 640  
Readership ..... 42,422

\$1,180,000  
median home price.

65 percent of college  
educated adults.

\$77,835 Median Effective  
Buying Income (EBI) per  
household.

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

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

# Coastal Division Retail Rates

## \*COASTAL FULL RUN

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$4,848	\$4,348	\$3,935	\$3,681	\$3,198
1/2 Page	36	\$2,856	\$2,549	\$2,320	\$2,170	\$1,880
1/4 Page	18	\$1,557	\$1,410	\$1,298	\$1,211	\$1,079
1/8 Page	9	\$912	\$835	\$775	\$700	\$594

\* Group Discount Rates Already Included

## ZONE 1 La Jolla

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$2,790	\$2,613	\$2,372	\$2,200	\$1,910
1/2 Page	36	\$1,465	\$1,358	\$1,231	\$1,145	\$995
1/4 Page	18	\$770	\$709	\$659	\$625	\$545
1/8 Page	9	\$425	\$390	\$357	\$340	\$300

## ZONE 2 Rancho Santa Fe

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,630	\$1,456	\$1,401	\$1,285	\$1,130
1/2 Page	36	\$935	\$858	\$784	\$725	\$639
1/4 Page	18	\$535	\$495	\$464	\$434	\$384
1/8 Page	9	\$315	\$283	\$262	\$245	\$220

## ZONE 3 OR 4 North Coast or Encinitas\*\*

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,830	\$1,589	\$1,393	\$1,325	\$1,145
1/2 Page	36	\$1,180	\$1,016	\$926	\$873	\$750
1/4 Page	18	\$645	\$573	\$520	\$480	\$435
1/8 Page	9	\$390	\$359	\$336	\$290	\$235

\*All rates include full process color. Black & white ads receive 10% discount off published rates.

\*\* Encinitas Publishes Bi-weekly

Pick-Up Rates – Choose Any

- 2 Groups Receive ..... **20% off**
- 3 Groups Receive ..... **30% off**
- 4 Groups Receive ..... **40% off**

### Full Run

Coastal Distribution: 72,019 Readership: 172,845

### La Jolla Light

Distribution: 18,080 Readership: 43,392

### Rancho Santa Fe Review

Distribution: 7,202 Readership: 17,285

### North Coast Group

Carmel Valley News | Del Mar Times | Solana Beach Sun

Distribution: 29,061 Readership: 69,746

### Encinitas Advocate

Distribution: 17,676 Readership: 42,422

### Guaranteed Placement

15% premium (if available)

### Space and copy deadline:

La Jolla, North Coast Group, Rancho Santa Fe & Encinitas

Friday at 10 am



# 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 must be quarter folded

## Specifications

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

- Minimum size is 4.125" by 5.875"
- Maximum size is 6.5" by 11" (Additional charge for folding)
- Single sheet paper stock minimum is 60# 4-page tabloid (quarter-folded) may be on 27# stock minimum

## 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

## Delivery Instructions

Advanced Web Offset  
 UT Community Press  
 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



# Insert Rates

Carmel Valley News  
 Ramona Sentinel  
 Poway News Chieftain  
 Rancho Bernardo/4S Ranch News Journal

## Carrier Delivered Guidelines

- 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
- Tab must be quarter folded

## Specifications

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

- Minimum size is 4.125" by 5.875"
- Maximum size is 6.5" by 11" (Additional charge for folding)
- Single sheet paper stock minimum is 60# 4-page tabloid (quarter-folded) may be on 27# stock minimum

## Deadlines

- Ordering deadline is 10 days prior to insertion date
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## 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  
 UT Community Press  
 2260 Oak Ridge Way, Vista, CA 92081  
 Attn: Preprint Receiving

## Receiving Hours

8 AM to 4:30 PM 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.		

**CARMEL VALLEY NEWS**  
 Thursday, December 13, 2018  
 Volume 25, Number 50

**Community**  
**Section of bluff near train tracks collapses in Del Mar**

By TONI HIGDON  
 A section of a bluff near the Del Mar train tracks collapsed on Tuesday, forcing the evacuation of a large number of homes and the closure of a major road.

**Ramo**  
 Thursday, December 13, 2018  
 Vol. 121, Number 41

**INSIDE**  
 Ramona resident Martin Wood coordinates the collection of toys and cash donations for Toys for Tots.

**POWAY NEWS CHIEFTAIN**  
 Thursday, December 13, 2018

**INSIDE**  
 Holiday season brings holiday cheer to the city of Poway.

**RANCHO BERNARDO NEWS JOURNAL**  
 Thursday, December 13, 2018  
 www.pombaranews.com

**INSIDE**  
 PUSD students test well in English, math.

**LUXURY HOMES IN POWAY**  
 MARK MARQUEZ | 619-933-0050  
 www.markmarquez.com  
 16710 Bernardo Center Dr., San Diego, CA 92128 | DRE # 01232386

**Luxury Homes in Poway**  
 MARK MARQUEZ | 619-933-0050  
 www.markmarquez.com  
 16710 Bernardo Center Dr., San Diego, CA 92128 | DRE # 01232386

**Merry Christmas from our family to yours!**  
 Amory's  
 760-788-6262  
 www.amorys.com

**SURE LOAN NETWORK - WE ALSO DO LOANS!**  
 A Licensed Mortgage Broker we have access to 100,000's of loan offers on qualified or unqualified borrowers. Most offers mean the LOWEST RATES and the exceptional service from Sure Loan.

# 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

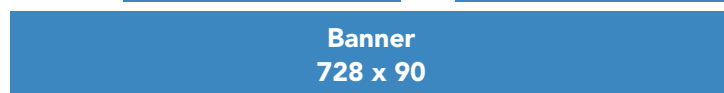
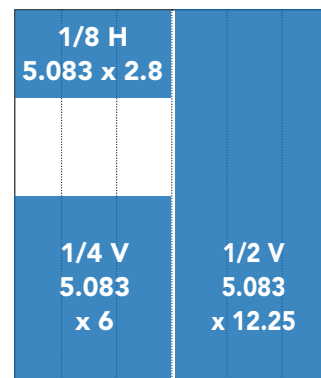
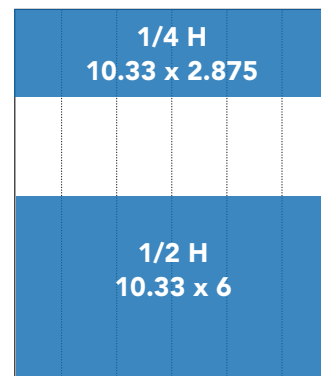
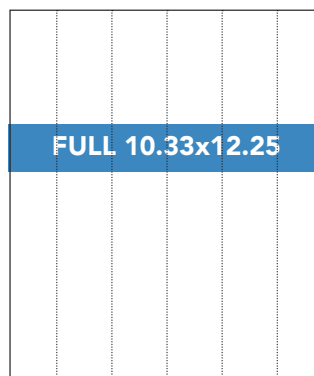
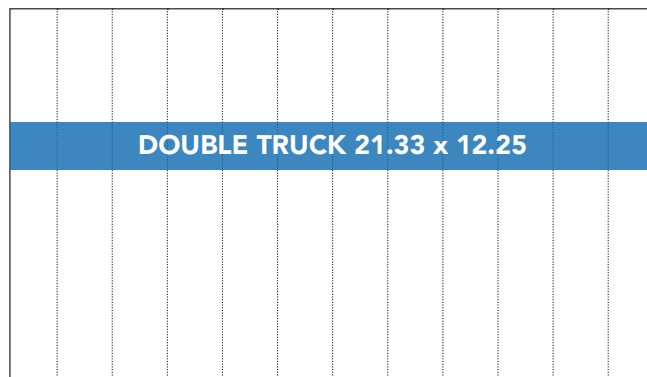
**Accepted File Format:** GIF87, GIF89a, JPEG

**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
- OTT • CTV • Mobile Ticker



## BUY MORE & SAVE!

2 websites .....	<b>5% off</b>
3 websites .....	<b>10% off</b>
4 websites .....	<b>15% off</b>
5 websites .....	<b>20% off</b>
6 websites .....	<b>25% off</b>
7 websites .....	<b>30% off</b>

### 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