

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

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

PB Monthly

Real Estate

Be a part of Pacific Beach's monthly publications focusing on the affluent families that call PB home.

A community favorite magazine direct mailed to PB's most affluent households. Reach targeted postal carrier routes with average property values over \$900,000 and average household income over \$80,000. PB 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 14,700 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

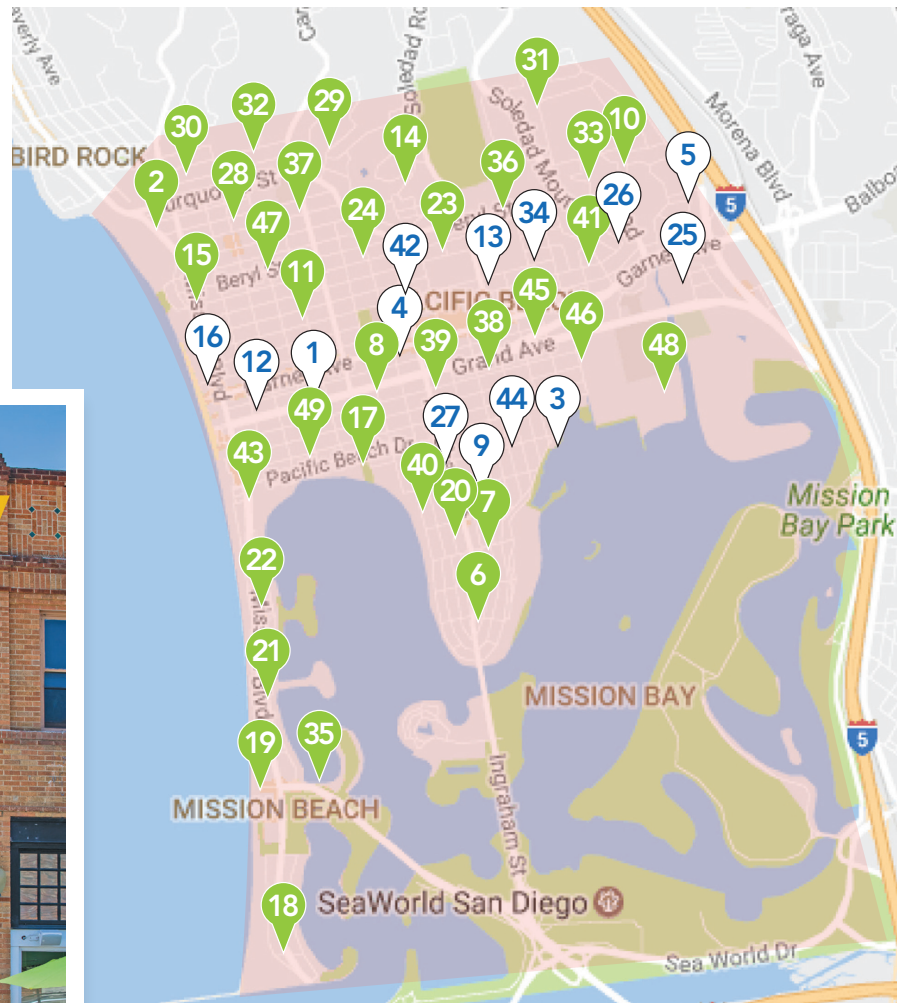
| Month Deadline | Space Reservation Date | Publication |
|----------------|------------------------|-------------|
| January | December 24 | January 7 |
| February | January 21 | February 4 |
| March | February 18 | March 4 |
| April | March 18 | April 1 |
| May | April 15 | May 6 |
| June | May 20 | June 3 |
| July | June 24 | July 8 |
| August | July 22 | August 5 |
| September | August 19 | September 2 |
| October | September 23 | October 7 |
| November | October 21 | November 4 |
| December | November 18 | December 2 |

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

Direct Mail Postal Routes

^{PB} Monthly

14,723 copies mailed directly to homes!



Indicates targeted affluent Pacific Beach Postal Routes



Indicates Excluded Pacific Beach Postal Routes



Targeted routes have an average home price of \$900,000 and above, average income of \$80,000 and above and more than two-thirds single family residences.

Distribution: 15,723 | Readership: 31,446

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.

