

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 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

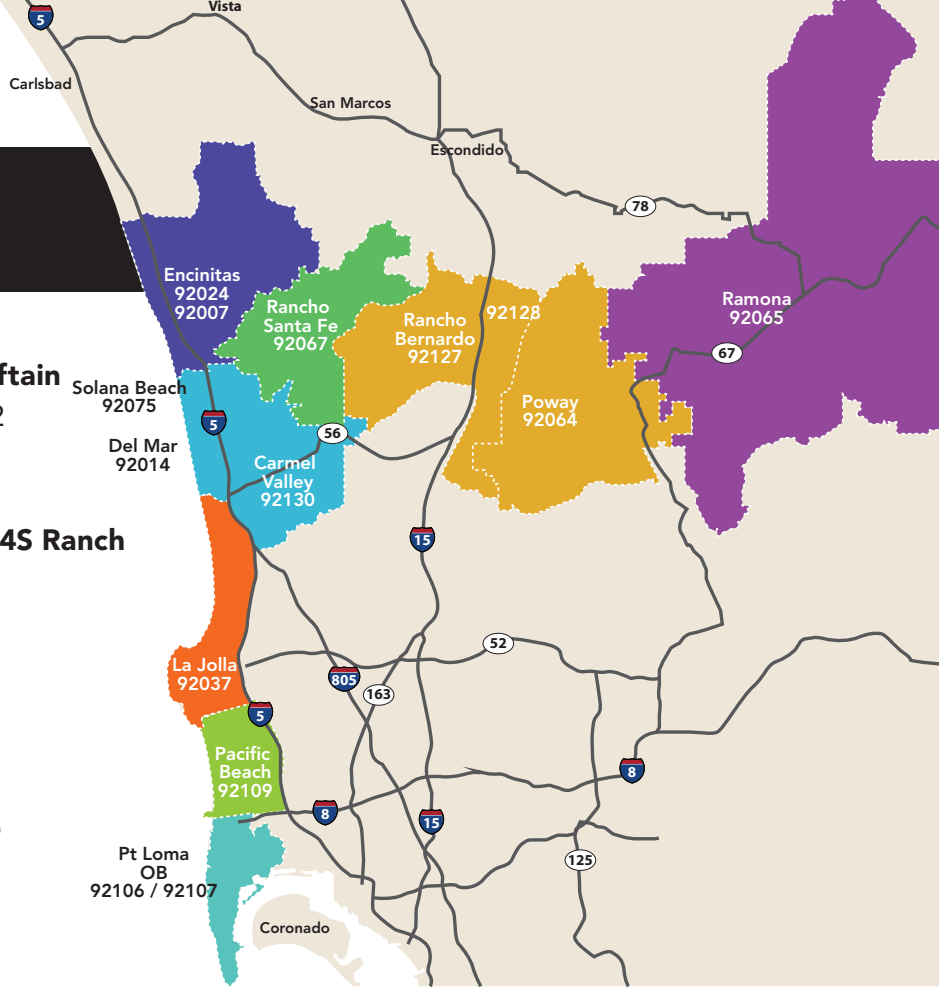
Ramona Sentinel
 Distribution: 13,165
 Readership: 28,863

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	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

Eleven Affluent Markets... One Great Buy

Coastal Zones

ZONE 1

La Jolla



La Jolla Light
92037

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

\$176,055
Average Household Income

58%
% of Households +\$100K

43.9
Median Age

81%
College Education

lajollalight.com

ZONE 2

Rancho Santa Fe



Rancho Santa Fe Review
92067

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

\$226,644
Average Household Income

70%
% of Households +\$100K

53.3
Median Age

76%
College Education

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

ZONE 3

Carmel Valley



Carmel Valley News
92130

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

\$207,027
Average Household Income

75%
% of Households +\$100K

38.5
Median Age

84%
College Education

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

Del Mar



Del Mar Times
92014

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

\$216,157
Average Household Income

69%
% of Households +\$100K

52.4
Median Age

83%
College Education

delmartimes.net

Solana Beach



Solana Beach Sun
92075

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

\$176,041
Average Household Income

62%
% of Households +\$100K

45.6
Median Age

76%
College Education

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

ZONE 4

Encinitas



Encinitas Advocate
92024

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

\$163,371
Average Household Income

60%
% of Households +\$100K

44
Median Age

72%
College Education

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

Coastal Division Retail Rates

*COASTAL FULL RUN

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$5,595	\$4,785	\$4,330	\$4,050	\$3,520
1/2 Page	64.5	\$3,300	\$2,805	\$2,555	\$2,390	\$2,070
1/4 Page	32.25	\$1,795	\$1,550	\$1,430	\$1,335	\$1,190
1/8 Page	16.125	\$1,055	\$920	\$855	\$770	\$655

* Group Discount Rates Already Included

ZONE 1 La Jolla

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$3,225	\$2,875	\$2,609	\$2,420	\$2,105
1/2 Page	64.5	\$1,695	\$1,495	\$1,355	\$1,260	\$1,095
1/4 Page	32.25	\$890	\$780	\$725	\$690	\$600
1/8 Page	16.125	\$495	\$430	\$395	\$375	\$330

ZONE 2 Rancho Santa Fe

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$1,880	\$1,605	\$1,540	\$1,415	\$1,245
1/2 Page	64.5	\$1,080	\$945	\$860	\$795	\$705
1/4 Page	32.25	\$615	\$545	\$510	\$480	\$425
1/8 Page	16.125	\$365	\$310	\$290	\$270	\$245

ZONE 3 OR 4 North Coast or Encinitas**

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$2,115	\$1,750	\$1,535	\$1,460	\$1,260
1/2 Page	64.5	\$1,365	\$1,120	\$1,020	\$960	\$825
1/4 Page	32.25	\$745	\$630	\$570	\$530	\$480
1/8 Page	16.125	\$450	\$395	\$370	\$320	\$260

*All rates are net. Rates are per ad.

**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



Encinitas Advocate

ENCINITAS ADVOCATE 2023 PUBLICATION DATES

January	13 & 27
February	10 & 24
March	10 & 24
April	7 & 21
May	5 & 19
June	2, 16 & 30
July	14 & 28
August	11 & 25
September	8 & 22
October	6 & 20
November	3 & 17
December	1, 15 & 29

Encinitas Advocate
Cardiff-by-the-Sea • Leucadia • Olivenhain
Vol. 9, Issue 23 • November 18, 2022
Online Daily at encinitasadvocate.com

POSTED 5:15
U.S. POSTAGE PAID
SAN DIEGO, CA
PERMIT 1080

Residential
Customer
COVERS

Encinitas to cap number of short-term vacation rental permits

Council approves 4 percent pay raise for city manager

BY BARBARA HENRY
Encinitas will cap the number of permits it will issue to short-term vacation rental properties, but the new cap will be fully retroactive to the number of permits that were issued before the cap was implemented, the city council decided Wednesday.

Under the new ordinance, which will require a Council Commission approval, there will be both a revenue limit on the number of permits issued and a second, lower limit that applies to the popular second area level of increase. It also stands as a percentage-based, meaning the number of permits can increase as the number of homes in Encinitas increases.

The revenue cap will be set at 2.5 percent of the city's total housing units, while the second cap will be 1 percent. Using the new standard and the current total number of permits in Encinitas, the number of permits that could be issued is 1,000. The city council also decided that the current figure, city records indicate, for the total number of permits issued would be 366, or 369 more than what currently exist.

Permits issued for the city's gated beachside community, which was designated with vacation rentals in 2018, will be treated as part of the current permit cap. Also, all new permits issued will apply to whole-house rentals — places where the owner doesn't live full-time, property investors, vacation rental pros, who, along with Commission Director Tom Strouzes, share their thoughts on the new standards.

"Actually, we're not opposing all short-term rentals, there are just the hot-bedded ones," Strouzes said.

Former anchor embracing new life two years after near-fatal brain injury

Leucadia resident is planning for a different future. **A3**

'Anxious Nation' screens at Coronado Film Festival

Family, particularly children, share their struggles with anxiety. **A3**



Young bookworms set up at the Paul Ecke Library for Kids Vote Day.

Sixth grader Luca Gomez helps out at kindergarten vote.

Kids Vote Day organizer Judy Vahli and daughter Sanna.

Paul Ecke students cast their ballots on well-known DaSilva Memorial Kids Vote Day

new spirit wear items, new programming opportunities, the students' excitement for the initiative, the north Principal Mrs. Schickler made sure to get out there and show her support for the important school favorite water/skate day.

SEE KIDS VOTE A3

Encinitas Advocate
Cardiff-by-the-Sea • Leucadia • Olivenhain
Vol. 9, Issue 20 • October 7, 2022
Online Daily at encinitasadvocate.com

POSTED 5:15
U.S. POSTAGE PAID
SAN DIEGO, CA
PERMIT 1080

Residential
Customer
COVERS

8th Olivenhain Cross Country Invitational

The 2022 Olivenhain 8th Cross Country Invitational was held Sept. 24 at Olivenhain Town Meeting Grounds. The 8th Olivenhain Cross Country Invitational drew kids of all abilities — first-time runners and experienced youth — to run in a fun "Kids Only" running event. The

U.S.ATF sanctioned "SOCC" welcomes kids of all ages, 4-12 to participate in the popular cross-country running event. Visit NorthCountyFootball.com for more information. (Story by 12/27/22) or by the staff of this site. See more photos on page 82 and at encinitasadvocate.com.

Encinitas may extend no-smoking ban to sidewalks and streets

Council directs city staff to explore creating an ordinance that would only allow smoking on private property

BY BARBARA HENRY
It may be time to extend the city's no-smoking ordinance to sidewalks and streets, the city council directed city staff to explore creating an ordinance that would only allow smoking on private property.

Encinitas already has smoking at parks, beaches and trails. People also can smoke on private property, but not on public sidewalks and streets. The city council directed city staff to explore creating an ordinance that would only allow smoking on private property.

The city council also directed city staff to explore creating an ordinance that would only allow smoking on private property.

Encinitas approves ordinance to cap number of short-term vacation rental permits

The city council approved a new ordinance that will cap the number of permits it will issue to short-term vacation rental properties. The ordinance also includes a revenue cap and a second, lower limit that applies to the popular second area level of increase.

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Buy | Sell | Invest | Retire
by your money on Encinitas
Motto & Associates Real Estate Group
ONE GROUP

N&A **e.p**

Incumbents lead in Encinitas school district race, Viskanta has the edge in San Diego's Area 1

BY KAREN BILLING
While the results are not yet official, the San Diego County School District is poised to have three new members on its board next month following the results of the general election.

In San Diego's Area 1, which represents Encinitas, Carlsbad, Escondido, Poway, San Marcos, Vista and San Diego, the new trustee will fill the seat vacated by President Mike Miller.

Viskanta previously served on the Encinitas Union School District board until 2020. She is a parent in an Oak Creek Middle School seventh grade and was San Diego County's 2018-2020 County Auditor.

San Diego's Area 1, a single race established between Phyllis Anderson and the incumbent trustee Julie Brummett, with Anderson taking over the top seat. Area 2 represents the communities of Pacific Highlands Ranch and Carlsbad.

Anderson, a parent and incumbent trustee, Viskanta, who is a private sector software engineer for 25 years, and Brummett, a former teacher and incumbent trustee, will be on the ballot next year in a special election.

In Encinitas Union School District's, a combined race of six candidates will fill three seats and the three incumbents, Emily Anderson, Sarah Smith and Fajal Padher, are running for re-election.

Anderson, a former principal in the district for 27 years, has been on the school board for the last 17 years, currently serving as its president. Smith is a longtime teacher and Brummett is a former principal in the district. She is the president of the Encinitas Union School District and parent of two children in the district.

For all results, go to san Diegoelections.com or retire.com.

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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



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

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- 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

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.

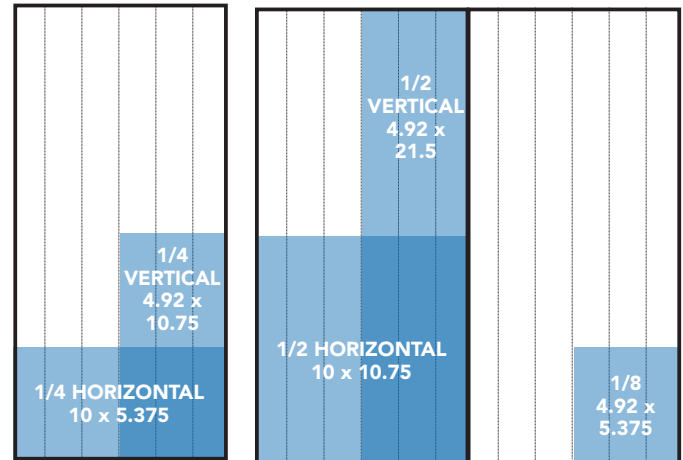
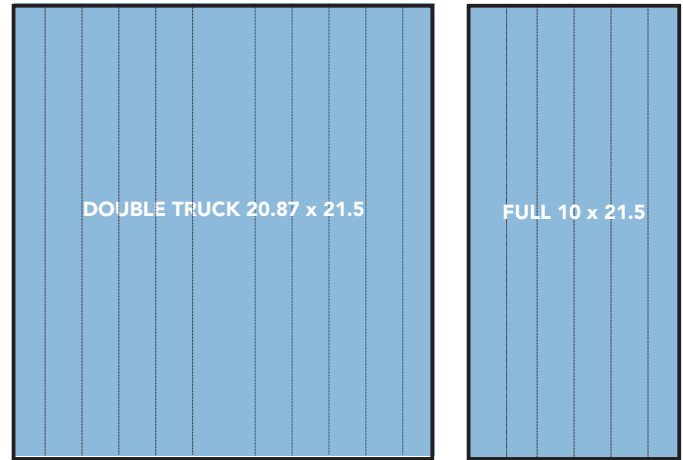
When Submitting Complete Ads

- 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

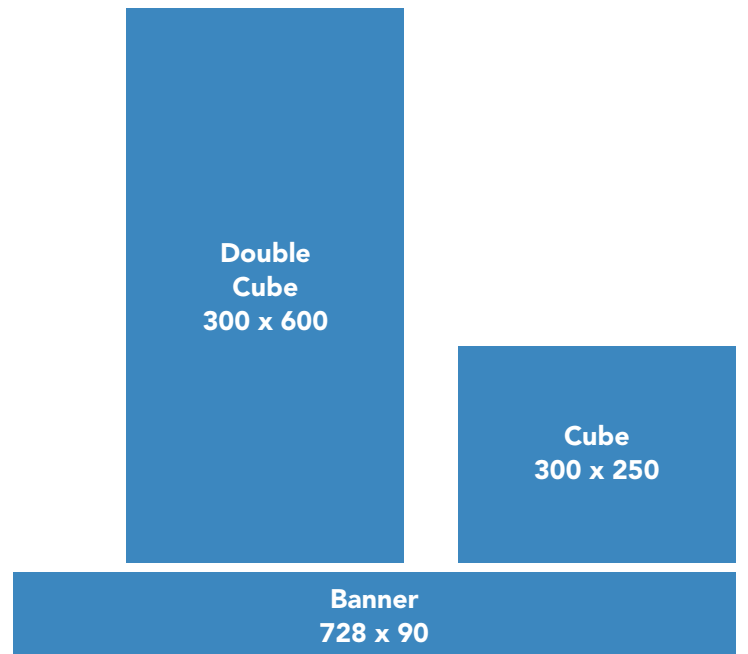
Accepted File Format: GIF87, GIF89a, JPEG

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