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

Home Delivery Demographics*

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

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
ranchsantafeview.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
53.3
Median Age
84%
College Education
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
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**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
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<tbody>
<tr>
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<td>129</td>
<td>$5,595</td>
<td>$4,785</td>
<td>$4,330</td>
<td>$4,050</td>
<td>$3,520</td>
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<tr>
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<td>64.5</td>
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<td>$2,805</td>
<td>$2,555</td>
<td>$2,390</td>
<td>$2,070</td>
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<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$1,795</td>
<td>$1,550</td>
<td>$1,430</td>
<td>$1,335</td>
<td>$1,190</td>
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<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$1,055</td>
<td>$920</td>
<td>$855</td>
<td>$770</td>
<td>$655</td>
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* Group Discount Rates Always Included

**ZONE 1 La Jolla**

<table>
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<th>13X</th>
<th>26X</th>
<th>52X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>129</td>
<td>$3,225</td>
<td>$2,875</td>
<td>$2,609</td>
<td>$2,420</td>
<td>$2,105</td>
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<td>1/2 Page</td>
<td>64.5</td>
<td>$1,695</td>
<td>$1,495</td>
<td>$1,355</td>
<td>$1,260</td>
<td>$1,095</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$890</td>
<td>$780</td>
<td>$725</td>
<td>$690</td>
<td>$600</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$495</td>
<td>$430</td>
<td>$395</td>
<td>$375</td>
<td>$330</td>
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</table>

**ZONE 2 Rancho Santa Fe**

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<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
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<td>129</td>
<td>$1,880</td>
<td>$1,605</td>
<td>$1,540</td>
<td>$1,415</td>
<td>$1,245</td>
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<td>64.5</td>
<td>$1,080</td>
<td>$945</td>
<td>$860</td>
<td>$795</td>
<td>$705</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$615</td>
<td>$545</td>
<td>$510</td>
<td>$480</td>
<td>$425</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$365</td>
<td>$310</td>
<td>$290</td>
<td>$270</td>
<td>$245</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
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</thead>
<tbody>
<tr>
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<td>$2,115</td>
<td>$1,750</td>
<td>$1,535</td>
<td>$1,460</td>
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<td>64.5</td>
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<td>$1,020</td>
<td>$960</td>
<td>$825</td>
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<tr>
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<td>$630</td>
<td>$570</td>
<td>$530</td>
<td>$480</td>
</tr>
<tr>
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<td>16.125</td>
<td>$450</td>
<td>$395</td>
<td>$370</td>
<td>$320</td>
<td>$260</td>
</tr>
</tbody>
</table>

*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

---

**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

---

**Pick-Up Rates – Choose Any**

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

---

**Space and copy deadline:**

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

Friday at 10 am
# ENCINITAS ADVOCATE 2023 PUBLICATION DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>13 &amp; 27</td>
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<tr>
<td>February</td>
<td>10 &amp; 24</td>
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<tr>
<td>March</td>
<td>10 &amp; 24</td>
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<tr>
<td>April</td>
<td>7 &amp; 21</td>
</tr>
<tr>
<td>May</td>
<td>5 &amp; 19</td>
</tr>
<tr>
<td>June</td>
<td>2, 16 &amp; 30</td>
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<tr>
<td>July</td>
<td>14 &amp; 28</td>
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<tr>
<td>August</td>
<td>11 &amp; 25</td>
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<tr>
<td>September</td>
<td>8 &amp; 22</td>
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<tr>
<td>October</td>
<td>6 &amp; 20</td>
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<tr>
<td>November</td>
<td>3 &amp; 17</td>
</tr>
<tr>
<td>December</td>
<td>1, 15 &amp; 29</td>
</tr>
</tbody>
</table>

---

**8th Olivenhain Cross Country Invitational**

Encinitas may extend no-smoking ban to sidewalks and streets

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

Encinitas endorses Pedal Ahead's e-bike program for low-income people

Council also decided to apply for federal grant for Yardi Avenue railroad underpassing.

---

**To our readers:**

The Encinitas Advocate is growing big.

---

**Kids Vote Day**

Kids Vote Day organizer Jody Vakili shared that the Encinitas Union School District and parent organizations have been preparing for a big event.

---

**Paul Ecke students cast their ballots on Cathy DaSilva Memorial Kids Vote Day**

Incumbents lead in Encinitas school district race. Viskanta has the edge in San Dieguito’s Area 1.

---

**To our readers:**

Our team is working hard to ensure the Encinitas Advocate continues to bring you the latest news and information.

---

**By Barbara Henry**

BY BARBARA HENRY

BY BARBARA HENRY

---

**LCC play, Events,**

BY KAREN BILLING

---

**858-756-1451**

122 15th St.
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
Carrier Delivered Rates

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

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 (S) 100# coated (S)
• 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
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2000 E 8th Street
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Receiving Hours
7:00am-3:30pm Monday to Friday

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
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<td>4 Page Tab</td>
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<tr>
<td>6 Page Tab</td>
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<td>8 Page Tab</td>
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<tr>
<td>20 Page Tab</td>
<td>$75.00</td>
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</tbody>
</table>

Please call for a quote if over 22+ pages.
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)


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.
Now offering a full suite of business solutions:
- SEO • SEM • Social Media • Retargeting
- Email • Reputation Management • Video
- Geofencing • Newsletters • Home Page Takeovers

### BANNER 728x90

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<th>6 Mo.</th>
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<td>$275</td>
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<tr>
<td>Rancho Santa Fe</td>
<td>$320</td>
<td>$265</td>
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<td>North Coastal*</td>
<td>$450</td>
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<td>Pacific Beach</td>
<td>$450</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
<td>$450</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
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<tr>
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<tr>
<td>Pacific Beach</td>
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<td>$190</td>
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<tr>
<td>Point Loma/Ocean Beach</td>
<td>$275</td>
<td>$225</td>
<td>$190</td>
<td>$175</td>
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<td>$395</td>
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<td>$310</td>
<td>$280</td>
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<tr>
<td>Ramona</td>
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### DOUBLE CUBE 300x600

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<td>$615</td>
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<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
<tr>
<td>Poway/Rancho Bernardo</td>
<td>$615</td>
<td>$540</td>
<td>$480</td>
<td>$435</td>
</tr>
<tr>
<td>Ramona</td>
<td>$374</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
</tbody>
</table>

### HOMEPAGE TAKEOVER

<table>
<thead>
<tr>
<th>Plan</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Site</td>
<td>$1,100</td>
</tr>
<tr>
<td>2 Sites</td>
<td>$1,700</td>
</tr>
<tr>
<td>3 Sites</td>
<td>$2,200</td>
</tr>
<tr>
<td>4 Sites</td>
<td>$2,600</td>
</tr>
<tr>
<td>5 Sites</td>
<td>$2,900</td>
</tr>
<tr>
<td>6 Sites +</td>
<td>$3,100</td>
</tr>
</tbody>
</table>

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

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.