

# 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

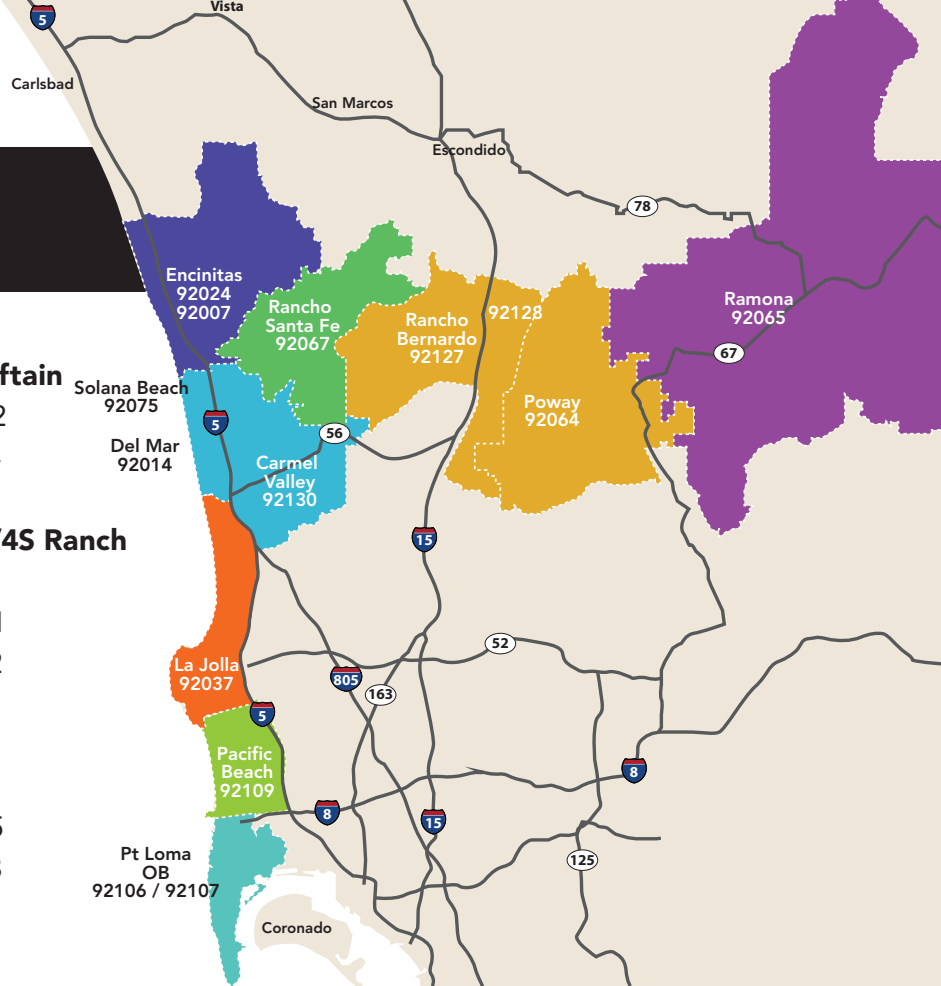
### PB Monthly

Distribution: 15,723  
 Readership: 31,446

## ZONE 8

### Pt Loma - OB Monthly

Distribution: 16,552  
 Readership: 33,102



## 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

# Inland Division

## 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](http://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](http://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**

Inland Division Retail Rates

\*ALL INLAND

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$2,985	\$2,555	\$2,345	\$2,135	\$1,865
1/2 Page	64.5	\$1,810	\$1,555	\$1,425	\$1,295	\$1,165
1/4 Page	32.25	\$965	\$850	\$795	\$735	\$660
1/8 Page	16.125	\$580	\$495	\$460	\$420	\$370

\* Group Discount Rates Already Included

ZONE 5 Pomerado

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$2,115	\$1,795	\$1,630	\$1,465	\$1,260
1/2 Page	64.5	\$1,365	\$1,160	\$1,050	\$940	\$825
1/4 Page	32.25	\$745	\$655	\$600	\$545	\$480
1/8 Page	16.125	\$450	\$385	\$345	\$310	\$260

ZONE 6 Ramona

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	129	\$1,615	\$1,405	\$1,305	\$1,205	\$1,075
1/2 Page	64.5	\$905	\$780	\$735	\$685	\$630
1/4 Page	32.25	\$465	\$405	\$390	\$375	\$340
1/8 Page	16.125	\$270	\$240	\$225	\$215	\$205

\*All rates are net. Rates are per ad.  
\*\*All rates include full process color. Black & white ads receive 10% discount off published rates.

Full Run Inland

Inland Distribution: 44,798 Readership: 92,229

Pomerado Group

Poway News Chieftain | Rancho Bernardo/4S Ranch News Journal

Distribution: 31,633 Readership: 63,266

Ramona Sentinel

Distribution: 13,165 Readership: 28,963

Space and copy deadline:

Pomerado Group & Ramona

Thursday 4 pm

Ramona Sentinel
Thursday, December 15, 2016 Vol. 122, Issue 41 \$26 ramonasentinel.com
Ramona's Community Newspaper since 1988

Rancho Bernardo and 4S Ranch News Journal
THURSDAY, DECEMBER 15, 2016 WWW.POMERADONWS.COM
INSIDE: Pomerado High School's first ever...
'Now in the Park' returns Saturday, 'Holiday Nights' next week

Poway NewsChieftain
THURSDAY, DECEMBER 15, 2016 WWW.POMERADONWS.COM
INSIDE: Pomerado High School's first ever...
PUSD students test well in English, math
HOLIDAYS
English, math
PUSD Adopt-A-Family still seeking donations

Poway NewsChieftain
THURSDAY, DECEMBER 15, 2016 WWW.POMERADONWS.COM
INSIDE: Pomerado High School's first ever...
PUSD Adopt-A-Family still seeking donations
Poway to increase open space holdings
LUXURY NEW HOMES IN POWAY
MARK MARQUEZ | 619-933-0050

ADIES SPREAD CHRISTMAS CHEER
INSIDES STILL SCHEDULED, sex offender reports
Jacob comments progress on greenway easements
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

Attn: Bill Allgeier  
3512 14th St.  
Riverside, CA 92501

## 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

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.
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- Ordering deadline is 10 days prior to insertion date
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- Each skid should weigh less than 2,000 lbs.
- Sections should be brick stacked (interlocking) and strapped on all four sides.

Delivery Instructions

Attn: Bill Allgeier  
3512 14th St.  
Riverside, CA 92501

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.		



**Rancho Bernardo and 4S Ranch News Journal**  
THURSDAY, DECEMBER 15, 2016  
www.pomeradonews.com  
20 years December 15, 1996 - Dec. 15, 2016

**INSIDE**  
• New member: Maria releases his first novel  
• Calendar, 4-7  
• Community with 1st 4-7  
• Opinion, 4-1  
• Holiday Events, 4-1

**'Snow in the Park' returns Saturday, Holiday Nights' next week**  
One of the largest holiday events in Rancho Bernardo will be returning to the park this Saturday. The event, which is a fundraiser for the Rancho Bernardo Community Center, will feature a variety of activities, including a snow machine, live music, and a silent auction. The event is scheduled for Saturday, December 17, from 10 a.m. to 4 p.m. Tickets are \$10 per person. For more information, visit [www.snowinthepark.com](http://www.snowinthepark.com).



**POWAY NewsChieftain**  
THURSDAY, DECEMBER 15, 2016  
www.pomeradonews.com  
10 years December 15, 2006 - Dec. 15, 2016

**INSIDE**  
• New member: Maria releases his first novel  
• Calendar, 4-7  
• Community with 1st 4-7  
• Opinion, 4-1  
• Holiday Events, 4-1

**PUSD students test well in English, math**  
BY STEVE CHAVEZ  
Students in grades 1 through 5 took the Stanford Achievement Test (SAT) on Tuesday, December 13. The results showed that students performed well in both English and math. The average score for English was 85, and for math it was 88. These scores are higher than the state average. The district is proud of the students' achievement and will continue to provide quality education.



**Ramona Sentinel**  
THURSDAY, DECEMBER 15, 2016  
www.pomeradonews.com  
10 years December 15, 2006 - Dec. 15, 2016

**INSIDE**  
• New member: Maria releases his first novel  
• Calendar, 4-7  
• Community with 1st 4-7  
• Opinion, 4-1  
• Holiday Events, 4-1

**Way to increase in space holdings**  
BY STEVE CHAVEZ  
The Ramona Community Center is looking for ways to increase its space holdings. The center is currently at 100% capacity and is looking for new locations to expand. The center is a non-profit organization and is looking for volunteers to help with the search. If you are interested, please contact the center at (760) 343-1234.



**CARMEL VALLEY NEWS**  
Volume 22, Issue 50  
www.carmelvalleynews.com  
December 15, 2016

**Community**  
Section of bluff near train tracks collapses in Del Mar  
A 10-foot section of a bluff near the train tracks in Del Mar collapsed on Tuesday, December 13. The collapse was caused by heavy rain and erosion. The area is currently closed off and is being monitored by the city. The city is working to stabilize the area and prevent further collapses.

**Lifestyle**  
27TH ANNUAL RED NOSE RUN  
The 27th Annual Red Nose Run took place on Sunday, December 11, in Rancho Bernardo. The event was a fundraiser for the Red Nose Foundation and was attended by over 1,000 runners. The event was a success and the funds raised will be used to support the foundation's programs.

**Local**  
New PHR community's students will remain assigned to Solana Ranch  
The new PHR community's students will remain assigned to Solana Ranch. The district is currently reviewing the assignment and will make a final decision in the future. The district is committed to providing quality education for all students.

**Local**  
Council's Solana Highlands discussion to continue Dec. 17  
The council's discussion on the Solana Highlands project will continue on December 17. The council is currently reviewing the project and will make a final decision in the future. The council is committed to providing quality education for all students.

# 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.

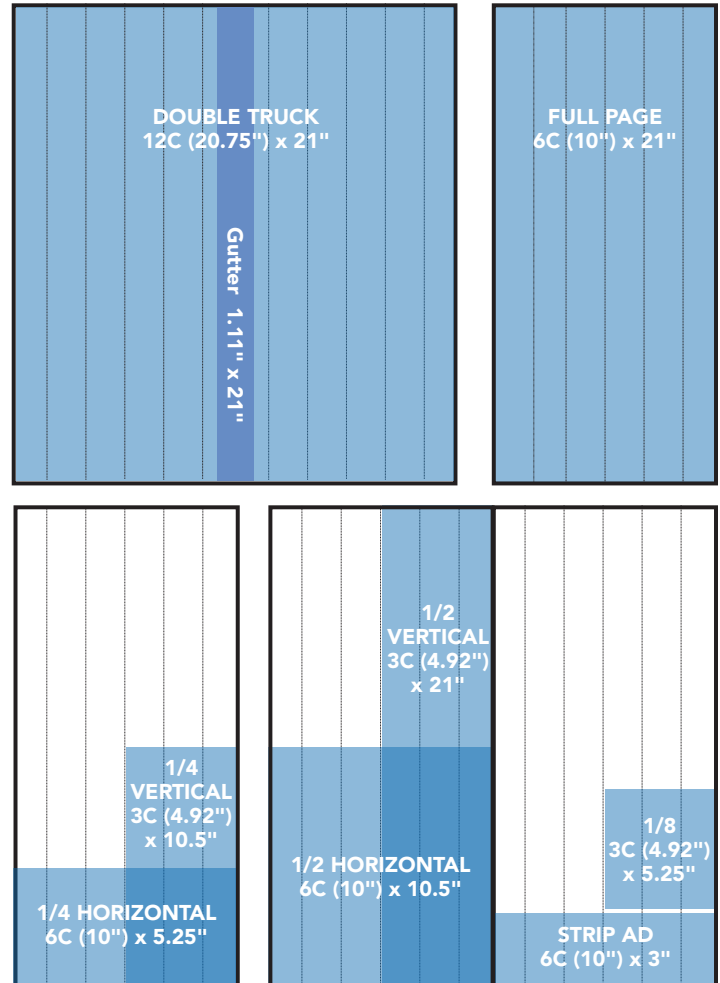
Advertisers who submit ads in PDF, JPEG, EPS format are responsible for the way the ad prints.

### 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.

## ROP MODULAR DISPLAY AD SIZES

**Effective December 1, 2023**



## ONLINE AD PRODUCTION SPECS

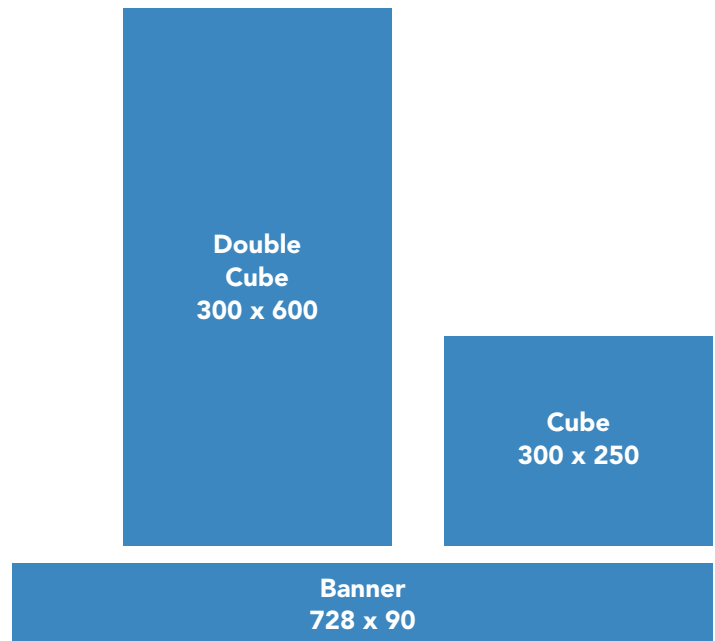
**Accepted File Format:** GIF87, GIF89a, JPEG

**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.



# Monthly Ad Sizes

TAB MODULAR DISPLAY AD SIZES

Effective December 1, 2023

**DOUBLE TRUCK**  
12 col (20.75") x 10"

**FULL PAGE**  
6 col (10")x 10"

**1/2 VERTICAL**  
3C (4.92") x 10"

**1/2 HORIZONTAL**  
6C (10") x 4.75"

**1/4 VERTICAL**  
3C (4.92") x 4.75"

**1/4 HORIZONTAL**  
6 col (10") x 2.3"

**1/8 VERTICAL**  
2 col (3.22")  
x 4"

**1/8 HORIZONTAL**  
3 col (4.92") x 2.3"

**1/16 HORIZONTAL**  
2 col (3.22") x 2"

**STRIP AD**  
6 col (10") x 3"

**PB**  
**Monthly**  
**Point Loma-OB**  
**Monthly**



# 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