

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.

2022 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

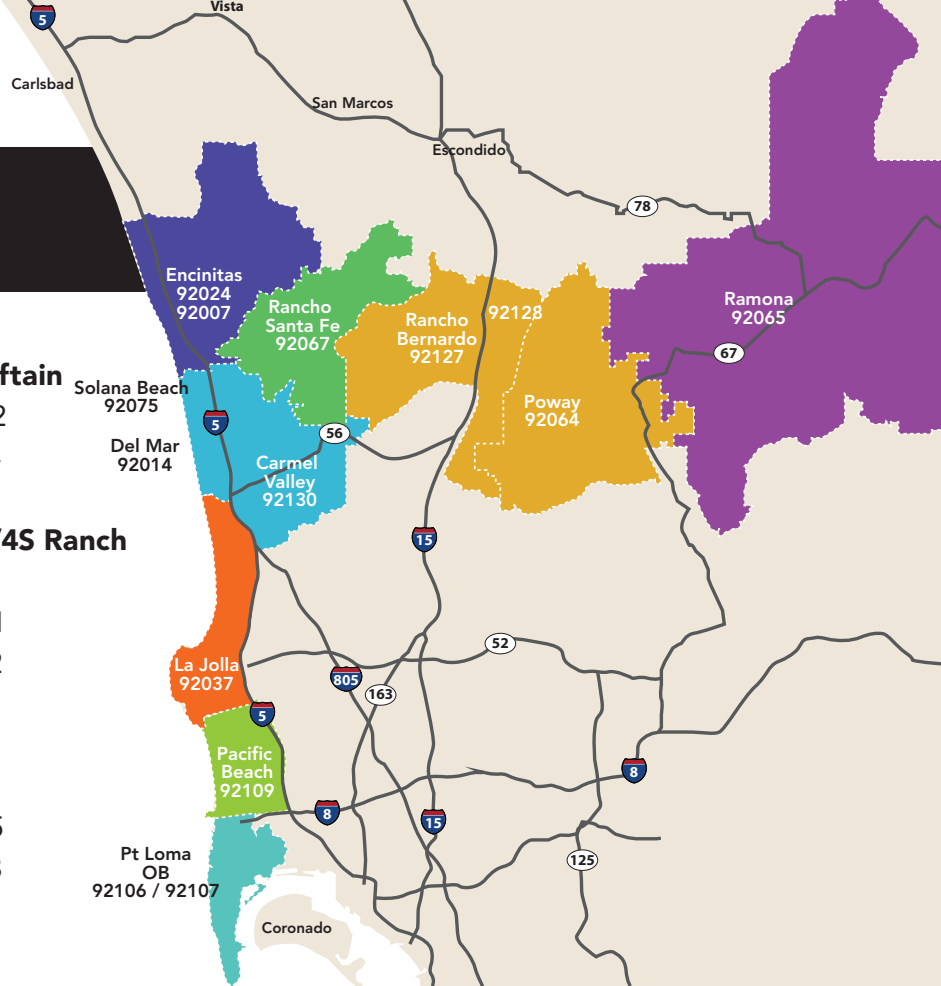
PB Monthly

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

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

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

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

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 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

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	\$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



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

- 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

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

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Advanced Web Offset
UT Community Press
2260 Oak Ridge Way, Vista, CA 92081
Attn: Preprint Receiving

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.		

[illegible]

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

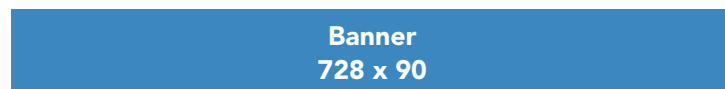
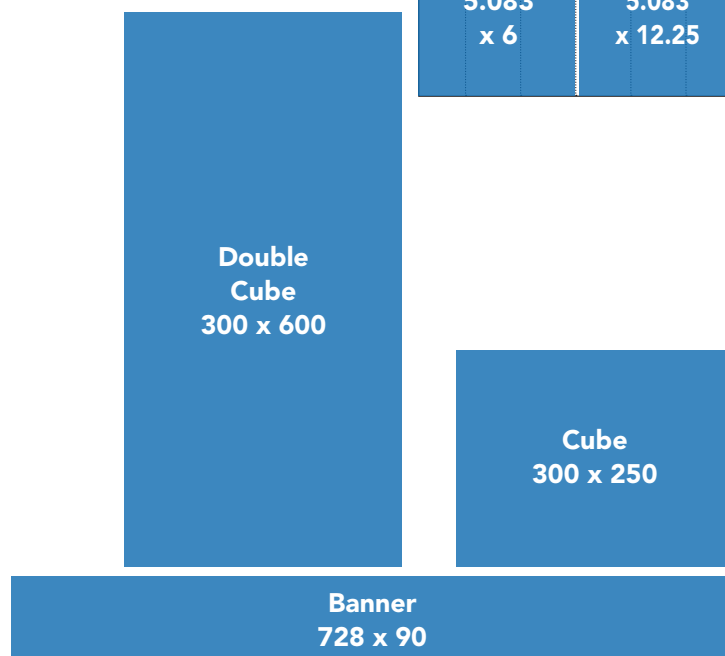
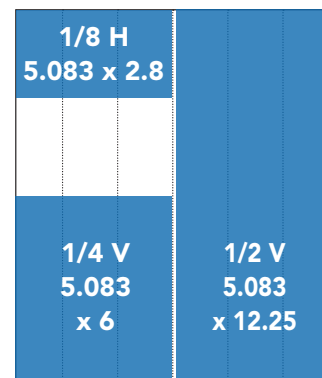
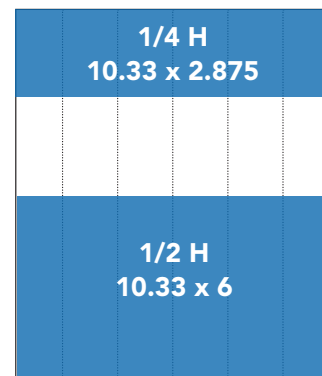
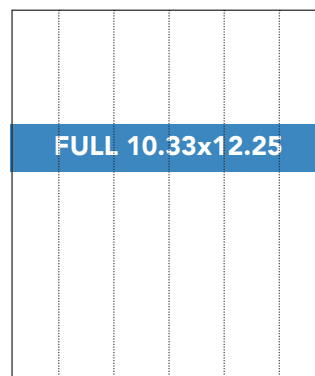
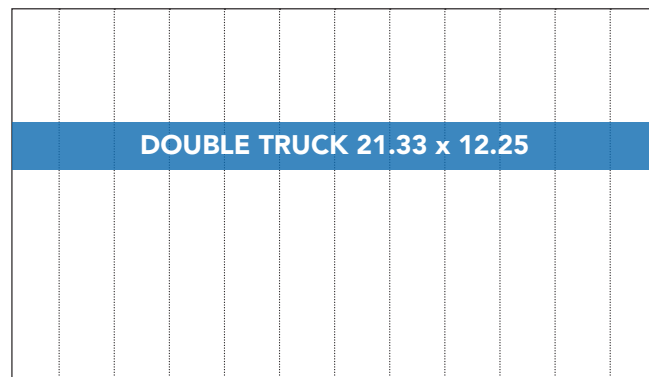
Accepted File Format: GIF87, GIF89a, JPEG

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