

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 Solana Beach 92075

Carlsbad

Del Mar

Pt Loma

OB 92106 / 92107 an Marcos

(163)

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\***

(125)

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 Bu**

**Coastal Zones** 

#### ZONE 1

#### **ZONE 2**

## **ZONE 3**

La Jolla

Rancho Santa Fe

Carmel Valley

Del Mar

DEL MAR TIMES

Solana Beach



#### La Jolla Light 92037

Circulation	18,080
Direct Mail	15,295
Newsstand	2,785
Pandarship	13 303

#### \$176,055

Average Household Income

% of Households +\$100K

43.9

Median Age

81%

College Education



#### Rancho Santa Fe Review 92067

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

#### \$226,644

Average Household Income

% of Households +\$100K

#### 53.3

Median Age

#### 76%

College Education

#### Carmel Valley News 92130

#### Del Mar **Times** 92014

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Solana Beach Sun 92075

Circulation 17,596	Circulation7,231	Circulation 4,234
Home Delivery16,596	Direct Mail6,381	Direct Mail3,434
Newsstand1,000	Newsstand850	Newsstand800
Readership42,230	Readership 17,354	Readership 10,162

sdcarmel

valleynews.com

#### % of Households +\$100K

#### 38.5 Median Age

#### 84% College Education

#### \$216,157

Average Household Income Average Household Income Average Household Income

#### 69%

% of Households +\$100K

delmartimes.net

## Median Age

#### 83% College Education

### 62%

% of Households +\$100K

### 45.6

Median Age

\$176,041

#### 76%

College Education

solanabeach sun.com

lajollalight.com

fereview.com

ranchosanta

# **Encinitas Advocate**

Circulation	1/,6/6
Direct Mail	17,011
Newsstand	640
Readership	42,422

\$163,371

Average Household Income

% of Households +\$100K

44

Median Age

72%

College Education

Encinitas

Union-Tribune COMMUNITY PRESS Demographic data: U.S. Census Bureau, ESRI forecasts for 2021

# Eleven Affluent Markets... One Great Buy

#### **Monthly Publications**

### **ZONE 7**

Pacific Beach



## PB Monthly

#### \$112,790

Average Household Income

#### 43%

% of Households +\$100K

#### 33.0

Median Age

#### 73%

College Education

pbmonthly.net

#### **ZONE 8**

Pt. Loma - OB



#### Pt. Loma-OB Monthly 92106 & 92107

Circulation	16,550
Home Delivery	15,550
Newsstand	1,000
Readership	33,100

#### \$136,563

Average Household Income

#### 52%

% of Households +\$100K

#### 37.5

Median Age

#### 67%

College Education

pointlomaobmonthly.com

# **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 Disco	ount Rates Alread	y 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







1		All Comments	S Sales
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Del Mar Times	title visiteit from lein Partie Righteck kan historie in habe dan historiek) Abust historie in habe dan historiek) Abust historiek in strade professorie mestergi indet mesterie auf undebbe specify of through any partie son butter habe dan despelations butter habe dan despelations butter habe dan despelations between historiek dan mesterally of besteries.	indigitally secured out the his mile to lead at these and out." The his latest and outpets of the term outpet of the his country to the his his secured that the property of the time and the his latest and the outpets of the time to the outpets of the time to the outpets of the time to the of the his states outpets outpets outpets outpets of the country outpets outpets outpets outpets of the country outpets outpets outpets outpets to the country outpets outpets outpets outpets outpets outpets the country outpets outp	All the best of pulse quality and county property of the property of the pulse of t
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## 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 exceeding (10" x 10") must be guarter 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	СРМ	Weight in Ounces	
.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.
   Sizes exceeding 10" x 10" size must be quarter folded

#### **Deadlines**

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- Single sheet up to 8 page tab \$15.00 per thousand
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#### **Delivery Instructions**

Los Angeles Times 2000 E 8th Street Los Angeles, CA 90021 Attn: Omar Moreno (213) 237-5656

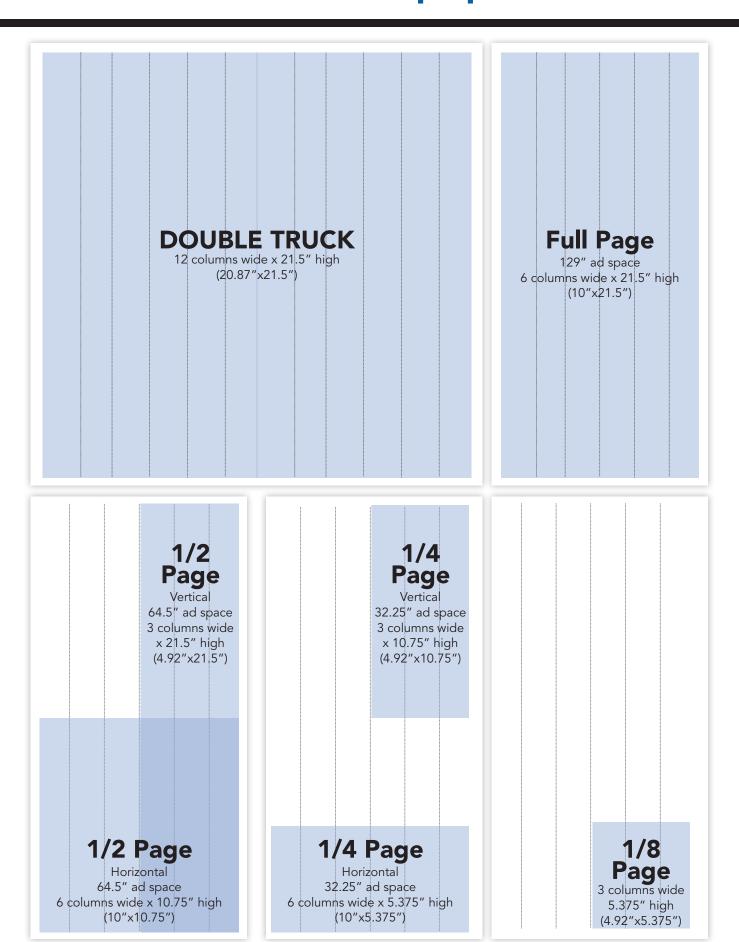
#### **Receiving Hours**

7:00am-3:30pm Monday to Friday

Size		CPM
Single Sheet (2 Pag	ges)	\$30.00
Tab Pages	Standard Pages	СРМ
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+ pag	es.



# COMMUNITY PRESS Newspaper Ad Sizes



# 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

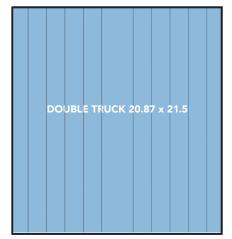
**Animation:** GIF animation is permitted unless ad uses

excessive system resources. No blinking.

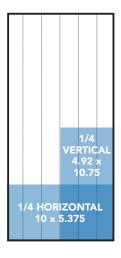
Click Url: Click URL must be included when creative is submitted.

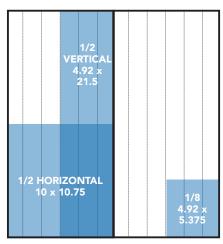
Only one URL per ad.

**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.











Cube 300 x 250

Banner **728 x 90** 

# 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 300				
	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

<sup>\*</sup>North Coastal: Carmel Valley News, Del Mar Times, Solana Beach Sun