

# Union-Tribune COMMUNITY PRESS

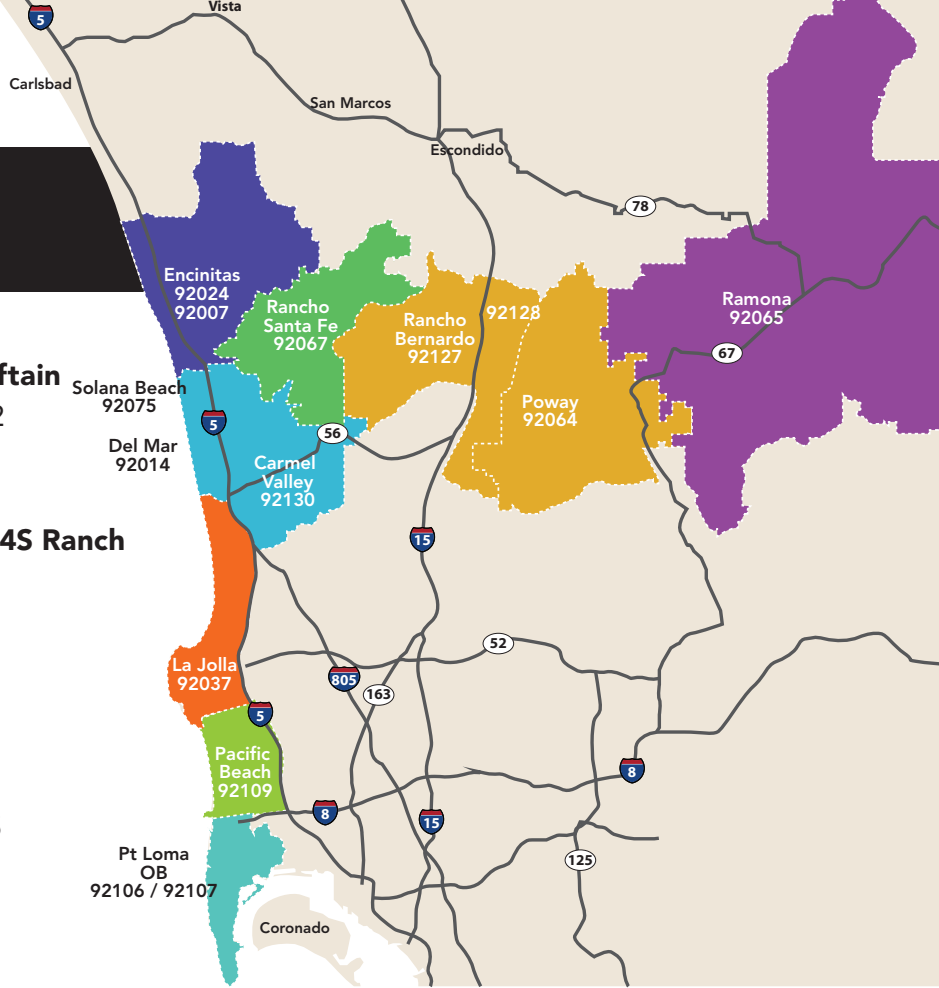


Amplify your message with Union-Tribune Community Press extensive portfolio of print and digital products and services that are measured to help you reach your target audience and grow your business.

**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

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

# Eleven Affluent Markets... One Great Buy

## Monthly Publications

### ZONE 7

Pacific Beach



#### PB Monthly

92109

Circulation..... 15,723  
Home Delivery ..... 14,723  
Newsstand ..... 1,000  
Readership ..... 31,446

**\$112,790**  
Average Household Income

**43%**  
% of Households +\$100K

**33.0**  
Median Age

**73%**  
College Education

[pbmonthly.net](http://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

[pointloma-obmonthly.com](http://pointloma-obmonthly.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 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



# 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

## 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
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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 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.

## DOUBLE TRUCK

12 columns wide x 21.5" high  
(20.87"x21.5")

## Full Page

129" ad space  
6 columns wide x 21.5" high  
(10"x21.5")

## 1/2 Page

Vertical  
64.5" ad space  
3 columns wide  
x 21.5" high  
(4.92"x21.5")

## 1/4 Page

Vertical  
32.25" ad space  
3 columns wide  
x 10.75" high  
(4.92"x10.75")

## 1/2 Page

Horizontal  
64.5" ad space  
6 columns wide x 10.75" high  
(10"x10.75")

## 1/4 Page

Horizontal  
32.25" ad space  
6 columns wide x 5.375" high  
(10"x5.375")

## 1/8 Page

3 columns wide  
5.375" high  
(4.92"x5.375")



# 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.

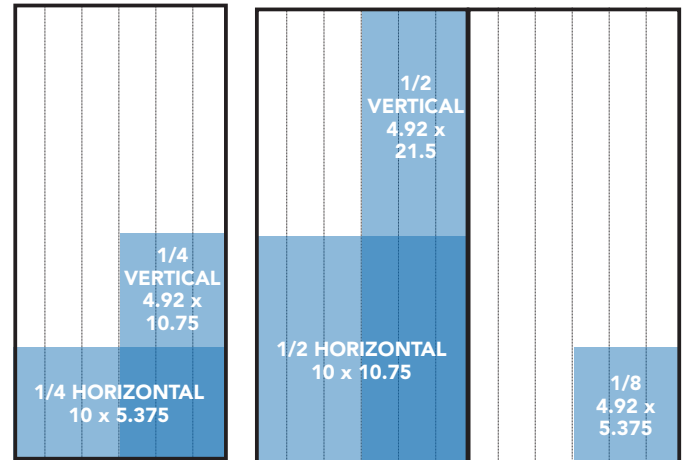
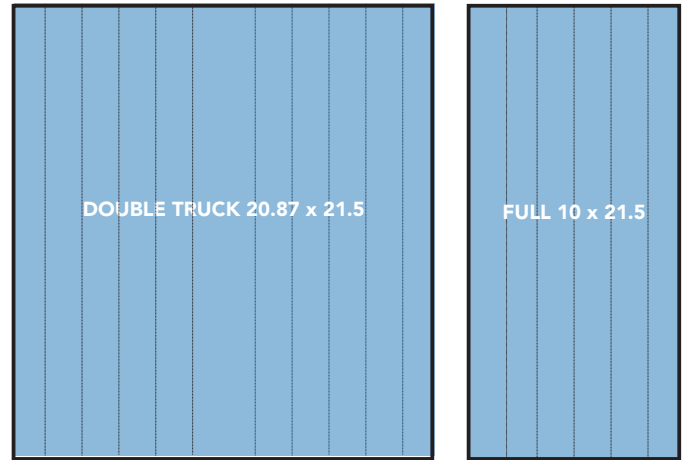
### When Submitting Complete Ads

- 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

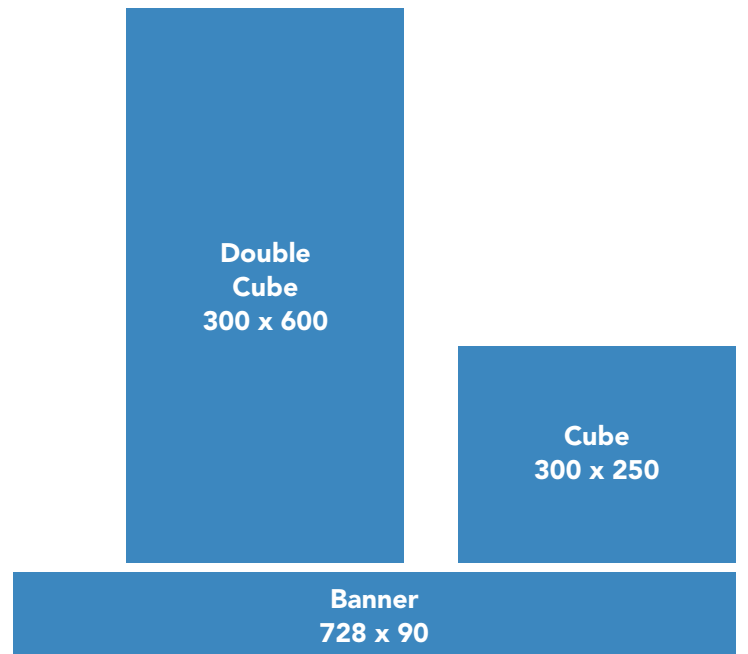
**Accepted File Format:** GIF87, GIF89a, JPEG

**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 .....	<b>5% off</b>
3 websites .....	<b>10% off</b>
4 websites .....	<b>15% off</b>
5 websites .....	<b>20% off</b>
6 websites .....	<b>25% off</b>
7 websites .....	<b>30% off</b>

### 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