

# 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.

# North Inland Zone One Great Buy

Poway, Rancho Bernardo and Ramona

## ZONE 5

Poway

Rancho Bernardo



### Poway News Chieftain

### Rancho Bernardo News Journal

Circulation ..... 14,902  
Direct Mail ..... 14,195  
Newsstand ..... 707  
Readership ..... 29,804

Circulation..... 16,731  
Direct Mail ..... 15,859  
Newsstand ..... 872  
Readership ..... 33,462

\$745,000  
median home price in 2017.

\$831,000  
median home price in 2017.

55 percent of college  
educated adults.

69 percent of college  
educated adults.

\$82,224 Median Effective  
Buying Income (EBI)  
per household.

\$88,534 Median Effective  
Buying Income (EBI)  
per household.

64 percent of households  
with income of \$75,000  
or more.

66 percent of households  
with income of \$75,000  
or more.

[pomeradonews.com](http://pomeradonews.com)

## ZONE 6

Ramona



### Ramona Sentinel

Circulation..... 13,165  
Direct Mail ..... 12,600  
Newsstand ..... 565  
Readership ..... 28,963

\$513,000  
median home price in 2017.

35 percent of college  
educated adults.

\$68,481 Median Effective  
Buying Income (EBI)  
per household.

55 percent of households  
with income of \$75,000 or  
more.

[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: Nielsen 2017 | Real estate data: Greater San Diego Association of Realtors, Year-To-Date SFH April 2017

North Inland County's Finest Communities



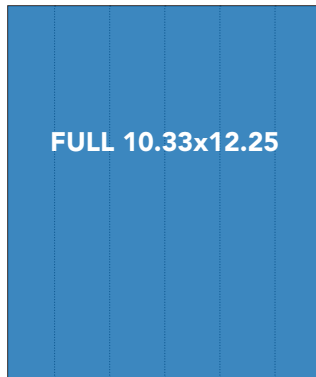
# Real Estate Advertising Rates

## Ramona

Ad rates are per insertion, per zone and include full color

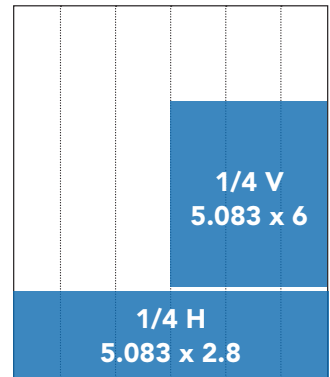
### FULL PAGE

52 per year.....	\$800
26 per year.....	\$865
12 per year.....	\$935
6 per year.....	\$1010
1 full page.....	\$1115



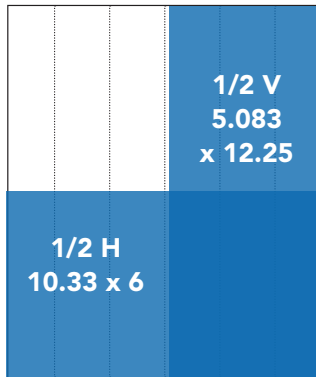
### QUARTER PAGE

52 per year.....	\$285
26 per year.....	\$310
12 per year.....	\$335
6 per year.....	\$360
1 full page.....	\$400



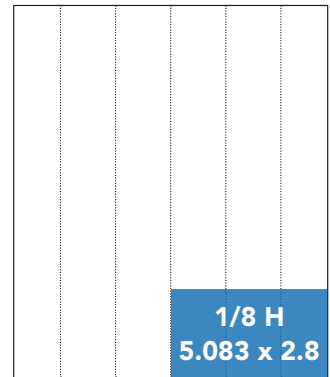
### HALF PAGE

52 per year.....	\$475
26 per year.....	\$520
12 per year.....	\$560
6 per year.....	\$605
1 full page.....	\$670



### EIGHTH PAGE

52 per year.....	\$170
26 per year.....	\$190
12 per year.....	\$200
6 per year.....	\$220
1 full page.....	\$240



## ZONE 6 Ramona Sentinel

Distribution: 13,165

Readership: 28,963

### Guaranteed Placement

15% premium (if available)

### Space and Copy Deadline:

Friday at 12 noon

**Ramona Sentinel**  
Thursday, December 13, 2018 Vol. 122, Issue 44 30¢ www.ramonasentinel.com Ramona's Community Newspaper since 1886

**INSIDE**

- Build big flats for Orange Glen in 5-6 home wks. 14
- Opinion, 4
- Serving Seniors, 5
- Design board, 6
- Bear cub update, 7

**Real Estate Association Board members deliver gifts for homebound seniors. 19**

- Obituaries, 12, 13
- Service Directory, 16
- Classified, 17
- Crime reports, 18

**RAMONA SENTINEL**  
An Edition of Union-Tribune  
1200 Main St., Suite 105  
Ramona, CA 92065  
(760) 788-1200  
ramonasentinel.com

**Build big flats for Orange Glen in 5-6 home wks. 14**  
A community event and company event that the first one was, said Wood, who spent his 12th year running a toy collection effort at Ramona High School.

**Community Profile**  
**Setback leads to passion for helping others**  
BY JULIE GALLANT  
Ramona resident Martin Wood has watched the community and employees at his company, Dulken Devices, show their support behind annual Toys for Tots drives with growing enthusiasm since 2016.

**UKULADIES SPREAD CHRISTMAS CHEER**  
Ramona's Ukuladies will continue their free Christmas sing-alongs and strum-alongs in the Ramona Library Community Room, 1275 Main St., at 6 p.m. Thursday, Dec. 13, and at 2 p.m. Sunday, Dec. 16. Above, nine members of the troupe present a string of holiday tunes at a sing-along during the Ramona Women's Club meeting on Dec. 6. From left are: Karla Brustad, Nancy Tubbs, Barbara Seeger, Carol Bazner, Rita Eastman, Linda Jones, Janice Martin, Deborah Grover and Teri Schmidt. Brustad, the assembly's leader, prefaced each song with its origin and a brief history. The enthusiastic musicians sang and played their ukuleles — one member plays a guitar — and invited audience participation. The Ukuladies, who scheduled six free shows this month, invite audience participation. They welcome others who play a ukulele to strum along during the Sunday show.

**Free train rides still scheduled, despite sex offender reports**  
BY JULIE GALLANT  
Members of the Green family intend to host Christmas train rides on their Ramona property to celebrate holidays and family's desire to make vacations that 45-year-old Christopher Russell Green bring there is a registered sex offender.

**They don't have to come if they feel uncomfortable. 77**  
Russell Green

**Jacob commends progress on greenway easements**  
BY JULIE GALLANT  
During a Dec. 6 program update meeting on the Santa Maria Creek Corridor, San Diego County Supervisor Chaz Jones said she was encouraged by news that 30 property owners in the area's proposed path are willing to offer easements for the project.

**Local Customers We appreciate you! \$25 off your next delivery**  
PROMO CODE Ducts  
Expires 12/31/18

# Insert Rates

Carmel Valley News  
 Solana Beach Sun  
 Encinitas Advocate  
 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
- Tab 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  
 2260 Oak Ridge Way, Vista, CA 92081  
 Attn: Preprint Receiving

## Receiving Hours

8 AM to 4:30 PM Monday to Friday

Size	CPM	
Single Sheet (2 Pages)	\$30.00	
<b>Tab Pages</b>	<b>Standard Pages</b>	<b>CPM</b>
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.		

The collage displays several newspaper inserts. At the top right is the Rancho Bernardo News Journal (December 13, 2018) with a 'New in the Park' headline. Below it is the Encinitas Advocate (December 13, 2018) with a 'Lighting Up the Holidays' headline. To the left is the Carmel Valley News (December 13, 2018) with a 'Secret train colla De' headline. Further left is the Solana Beach Sun (December 13, 2018) with a 'Secret train colla De' headline. At the bottom left is the Poway News Chieftain (December 13, 2018) with a 'Luxury New Homes in Poway' advertisement. At the bottom center is the Ramona Sentinel (December 13, 2018) with a 'Merry Christmas from our family to yours!' advertisement. Other smaller inserts show local news and community events.

# Circulation

**11 NEWSPAPERS**  
**149,904 TOTAL CIRCULATION**  
**331,510 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: 4,500  
 Readership: 10,800

## ZONE 4

**Encinitas Advocate**  
 Distribution: 18,408  
 Readership: 44,179

## 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

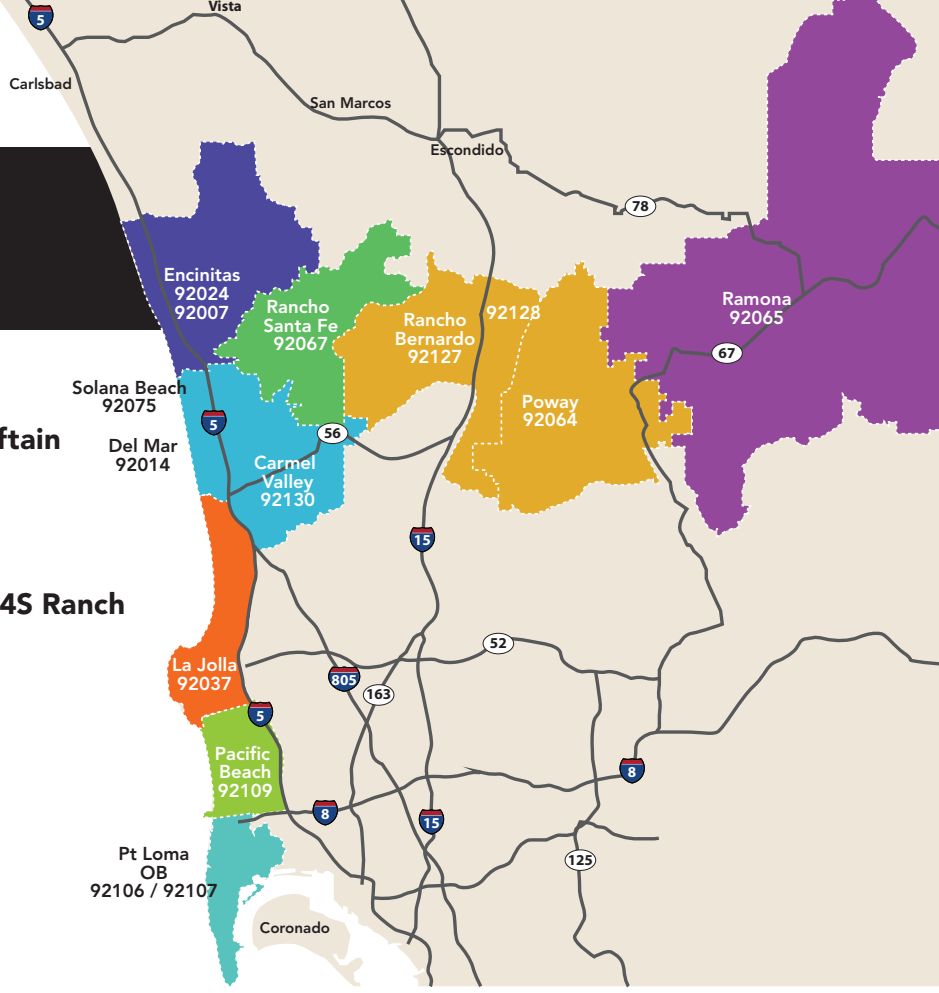
**Ramona Sentinel**  
 Distribution: 13,165  
 Readership: 28,863

## 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	EBI/HH	College Education	HHI of 75K +
La Jolla	\$81,130	80%	60%
Rancho Santa Fe	\$97,667	80%	67%
Carmel Valley	\$105,446	82%	75%
Del Mar	\$95,035	78%	73%
Solana Beach	\$79,510	68%	60%
Encinitas	\$77,835	65%	65%
Rancho Bernardo	\$88,534	69%	66%
Poway	\$82,224	55%	64%
Ramona	\$68,841	35%	55%
Pacific Beach	\$61,754	68%	48%
Pt. Loma -OB	\$66,731	62%	48%

Demographic data: Nielsen 2017 • Real estate data: Greater San Diego Association of Realtors, Year-To-Date SFH April 2017

# Eleven Affluent Markets... One Great Buy

## Coastal Zones

### ZONE 1

La Jolla



#### La Jolla Light

Circulation..... 18,080  
Direct Mail ..... 15,295  
Newsstand ..... 2,785  
Readership..... 43,392

**\$2,000,000**  
median home price.

80 percent of college  
educated adults.

**\$81,130** Median Effective  
Buying Income (EBI)  
per household.

60 percent of households  
with income of \$75,000 or  
more.

[lajollalight.com](http://lajollalight.com)

### ZONE 2

Rancho Santa Fe



#### Rancho Santa Fe Review

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

**\$2,075,000**  
median home price.

80 percent of college  
educated adults.

**\$97,677** Median Effective  
Buying Income (EBI)  
per household.

67 percent of households  
with income of \$75,000 or  
more.

[ranchosanta  
fereview.com](http://ranchosantafereview.com)

### ZONE 3

Carmel Valley



#### Carmel Valley News

Circulation..... 17,596  
Home Delivery..... 16,596  
Newsstand ..... 1,000  
Readership..... 42,230

**\$1,250,000**  
median home price.

82 percent of college  
educated adults.

**\$105,446** Median Effective  
Buying Income (EBI)  
per household.

75 percent of households  
with income of \$75,000 or  
more.

[sdcarmel  
valleynews.com](http://sdcarmelvalleynews.com)

Del Mar



#### Del Mar Times

Circulation..... 7,231  
Direct Mail ..... 6,381  
Newsstand ..... 850  
Readership..... 17,354

**\$1,712,000**  
median home price.

78 percent of college  
educated adults.

**\$95,035** Median Effective  
Buying Income (EBI)  
per household.

73 percent of households  
with income of \$75,000 or  
more.

[delmartimes.net](http://delmartimes.net)

Solana Beach



#### Solana Beach Sun

Circulation..... 4,500  
Home Delivery..... 3,700  
Newsstand ..... 800  
Readership..... 10,800

**\$1,500,000**  
median home price.

68 percent of college  
educated adults.

**\$79,510** Median Effective  
Buying Income (EBI)  
per household.

60 percent of households  
with income of \$75,000 or  
more.

[solanabeach  
sun.com](http://solanabeachsun.com)

### ZONE 4

Encinitas



#### Encinitas Advocate

Circulation..... 18,408  
Home Delivery..... 17,768  
Newsstand ..... 640  
Readership..... 44,179

**\$1,180,000**  
median home price.

65 percent of college  
educated adults.

**\$77,835** Median Effective  
Buying Income (EBI) per  
household.

60 percent of households with  
income of \$75,000 or more.

Demographic data: Nielsen 2017 | Real estate data: Greater San Diego Association of Realtors, Year-To-Date SFH April 2017

# Eleven Affluent Markets... One Great Buy

## Monthly Publications

### ZONE 7

Pacific Beach



#### PB Monthly

Circulation..... 15,723  
Direct Mail ..... 14,723  
Newsstand ..... 1,000  
Readership..... 31,446

**\$1,175,000**  
median home price.

**68** percent of college  
educated adults.

**\$61,754** Median Effective  
Buying Income (EBI)  
per household.

**48** percent of households  
with income of \$75,000 or  
more.

[pbmonthly.net](http://pbmonthly.net)

### ZONE 8

Pt. Loma - OB



#### Pt. Loma-OB Monthly

Circulation..... 16,550  
Direct Mail ..... 15,550  
Newsstand ..... 1,000  
Readership..... 33,100

**\$1,023,000**  
median home price.

**62** percent of college  
educated adults.

**\$66,731** Median Effective  
Buying Income (EBI)  
per household.

**48** percent of households  
with income of \$75,000 or  
more.

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

Demographic data: Nielsen 2017 | Real estate data: Greater San Diego Association of Realtors, Year-To-Date SFH April 2017



# 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

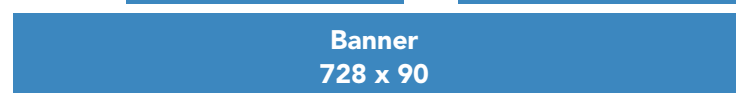
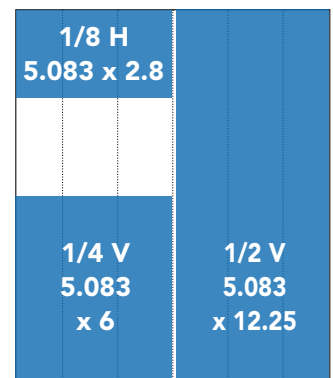
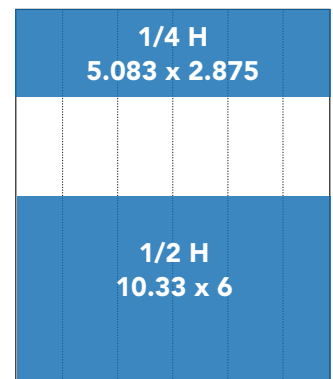
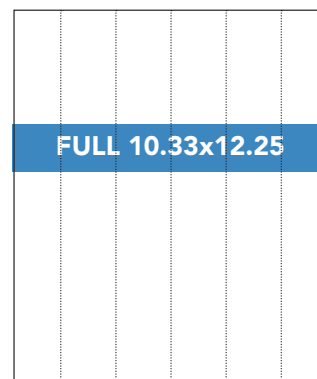
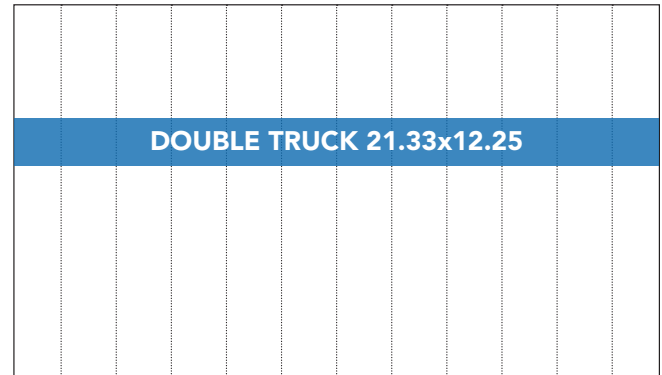
**Accepted File Format:** GIF87, GIF89a, JPEG

**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



## 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.
<b>La Jolla</b>	<b>\$450</b>	<b>\$395</b>	<b>\$345</b>	<b>\$295</b>
Encinitas	\$300	\$275	\$250	\$200
<b>Rancho Santa Fe</b>	<b>\$320</b>	<b>\$265</b>	<b>\$215</b>	<b>\$160</b>
North Coastal*	\$450	\$395	\$345	\$295
<b>Pacific Beach</b>	<b>\$450</b>	<b>\$275</b>	<b>\$250</b>	<b>\$200</b>
Point Loma/Ocean Beach	\$450	\$275	\$250	\$200
<b>Poway/Rancho Bernardo</b>	<b>\$450</b>	<b>\$395</b>	<b>\$345</b>	<b>\$295</b>
Ramona	\$450	\$275	\$250	\$200

### CUBE 300x250

	30 DAYS	3 MO.	6 MO.	12 MO.
<b>La Jolla</b>	<b>\$395</b>	<b>\$350</b>	<b>\$310</b>	<b>\$280</b>
Encinitas	\$225	\$185	\$150	\$125
<b>Rancho Santa Fe</b>	<b>\$285</b>	<b>\$250</b>	<b>\$210</b>	<b>\$180</b>
North Coastal*	\$395	\$350	\$310	\$280
<b>Pacific Beach</b>	<b>\$275</b>	<b>\$225</b>	<b>\$190</b>	<b>\$175</b>
Point Loma/Ocean Beach	\$275	\$225	\$190	\$175
<b>Poway/Rancho Bernardo</b>	<b>\$395</b>	<b>\$350</b>	<b>\$310</b>	<b>\$280</b>
Ramona	\$225	\$185	\$150	\$125

### DOUBLE CUBE 300x600

	30 DAYS	3 MO.	6 MO.	12 MO.
<b>La Jolla</b>	<b>\$615</b>	<b>\$540</b>	<b>\$480</b>	<b>\$435</b>
Encinitas	\$375	\$295	\$240	\$200
<b>Rancho Santa Fe</b>	<b>\$450</b>	<b>\$400</b>	<b>\$335</b>	<b>\$290</b>
North Coastal*	\$615	\$540	\$480	\$435
<b>Pacific Beach</b>	<b>\$375</b>	<b>\$295</b>	<b>\$240</b>	<b>\$200</b>
Point Loma/Ocean Beach	\$375	\$295	\$240	\$200
<b>Poway/Rancho Bernardo</b>	<b>\$615</b>	<b>\$540</b>	<b>\$480</b>	<b>\$435</b>
Ramona	\$374	\$295	\$240	\$200

### HOMEPAGE TAKEOVER

(Banner, Cube, Double Cube)	7 Days
<b>1 Site</b>	<b>\$1,100</b>
2 Sites	\$1,700
<b>3 Sites</b>	<b>\$2,200</b>
4 Sites	\$2,600
<b>5 Sites</b>	<b>\$2,900</b>
6 Sites +	\$3,100

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