

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.

2021 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

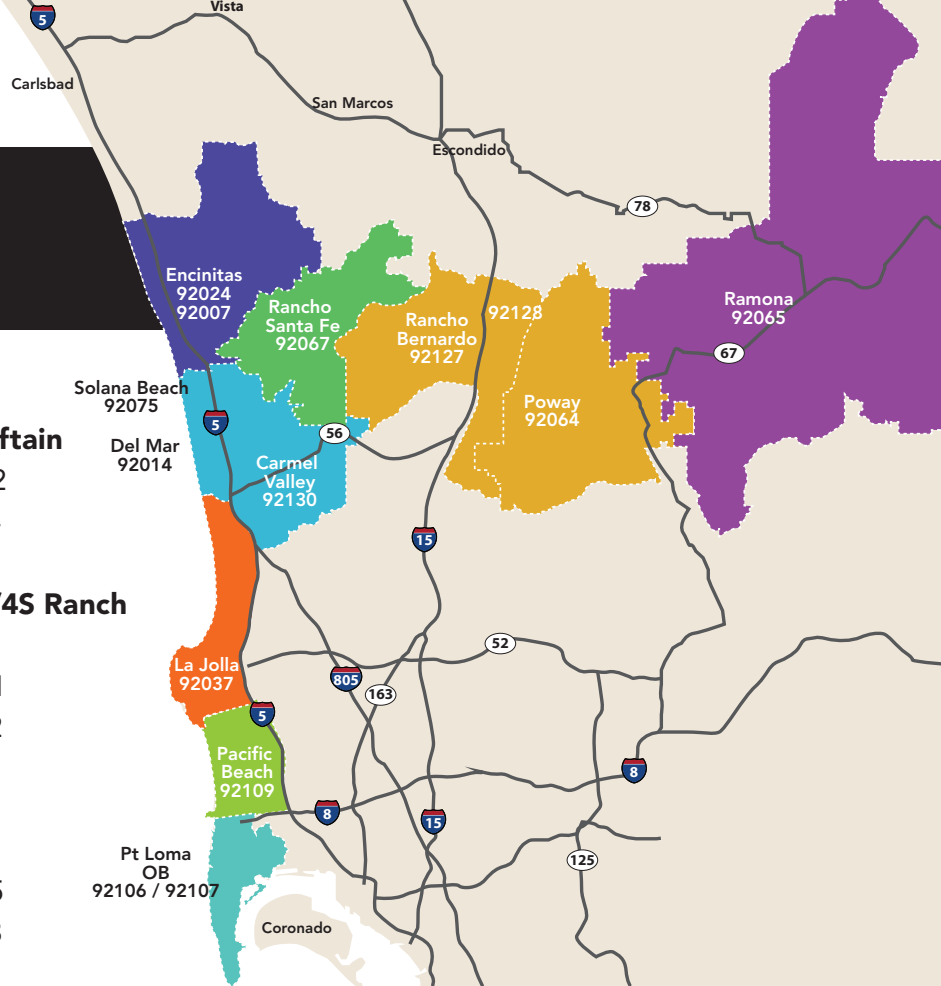
Readership: 31,446

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	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

North Inland Zones

ZONE 5

Poway

Rancho Bernardo



Poway News Chieftain

Circulation 14,902
Home Delivery 14,195
Newsstand 707
Readership 29,804

\$745,000
median home price in 2017.

55 percent of college
educated adults.

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

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

pomeradonews.com



Rancho Bernardo News Journal

Circulation..... 16,731
Home Delivery 15,859
Newsstand 872
Readership 33,462

\$831,000
median home price in 2017.

69 percent of college
educated adults.

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

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

ZONE 6

Ramona



Ramona Sentinel

Circulation..... 13,165
Home Delivery 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

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

Inland Division Retail Rates

*ALL INLAND

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$2,584	\$2,324	\$2,132	\$1,940	\$1,696
1/2 Page	36	\$1,568	\$1,412	\$1,296	\$1,180	\$1,056
1/4 Page	18	\$836	\$772	\$720	\$668	\$596
1/8 Page	9	\$500	\$452	\$416	\$380	\$336

* Group Discount Rates Already Included

ZONE 5 Pomerado

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,830	\$1,630	\$1,480	\$1,330	\$1,145
1/2 Page	36	\$1,180	\$1,055	\$955	\$855	\$750
1/4 Page	18	\$645	\$595	\$545	\$495	\$435
1/8 Page	9	\$390	\$350	\$315	\$280	\$235

ZONE 6 Ramona

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,400	\$1,275	\$1,185	\$1,095	\$975
1/2 Page	36	\$780	\$710	\$665	\$620	\$570
1/4 Page	18	\$400	\$370	\$355	\$340	\$310
1/8 Page	9	\$235	\$215	\$205	\$195	\$185

*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

Guaranteed Placement

15% premium (if available)

Space and copy deadline:

Pomerado Group & Ramona

Friday at 4 pm

INSIDE

INSIDE

INSIDE

KIDIES SPREAD CHRISTMAS CHEER

in rides still scheduled, sex offender reports

Jacob comments progress on greenway easements

AD: Census family status rates

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PUSD students test well in English, math

English, math

PUSD Adopt-A-Family still seeking donations

Poway to increase open space holdings

AD: Census family status rates

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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	\$47	1.20	\$92
.35	48	1.25	95
.40	50	1.30	98
.45	52	1.35	101
.50	54	1.40	103
.55	56.50	1.45	106
.60	59	1.50	108
.65	61	1.55	111
.70	63	1.60	114
.75	66.50	1.65	117
.80	70	1.70	119
.85	73	1.75	123
.90	75	1.80	126
.95	77	1.85	131
1.0	79	1.90	134
1.05	84	1.95	136
1.10	87	2.00	139
1.15	90	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

- 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

- Ordering deadline is 10 days prior to insertion date
- Delivery deadline is one week prior to insertion date

- Single sheet up to 8 page tab \$15.00 per thousand
- 12 pages and up \$18.00 per thousand

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.		

Union-Tribune
COMMUNITY PRESS

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

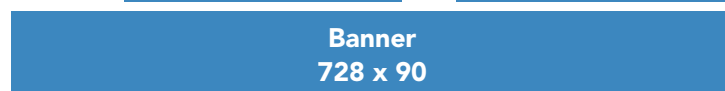
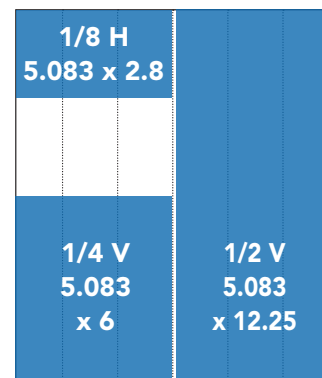
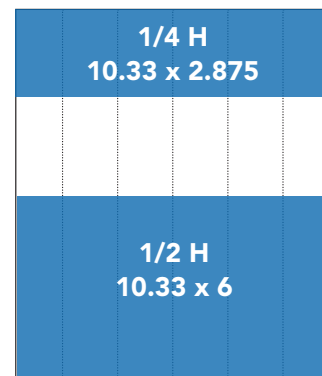
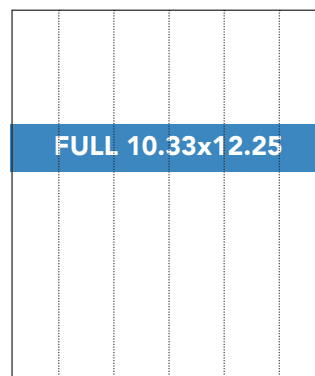
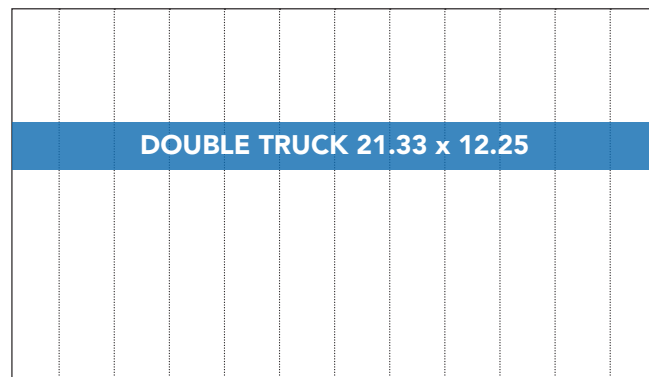
Accepted File Format: GIF87, GIF89a, JPEG

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
OTT • CTV • Mobile Ticker



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