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.

2023 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*

<table>
<thead>
<tr>
<th>Community</th>
<th>Average Household Income</th>
<th>% of Households +$100K</th>
<th>Median Age</th>
<th>College Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Jolla</td>
<td>$176,055</td>
<td>58%</td>
<td>43.9</td>
<td>81%</td>
</tr>
<tr>
<td>Rancho Santa Fe</td>
<td>$226,644</td>
<td>70%</td>
<td>53.3</td>
<td>76%</td>
</tr>
<tr>
<td>Carmel Valley</td>
<td>$207,027</td>
<td>75%</td>
<td>38.5</td>
<td>84%</td>
</tr>
<tr>
<td>Del Mar</td>
<td>$216,165</td>
<td>69%</td>
<td>52.4</td>
<td>83%</td>
</tr>
<tr>
<td>Solana Beach</td>
<td>$176,041</td>
<td>62%</td>
<td>45.6</td>
<td>76%</td>
</tr>
<tr>
<td>Encinitas</td>
<td>$163,371</td>
<td>60%</td>
<td>44.2</td>
<td>72%</td>
</tr>
<tr>
<td>Rancho Bernardo</td>
<td>$161,349</td>
<td>65%</td>
<td>40.9</td>
<td>72%</td>
</tr>
<tr>
<td>Poway</td>
<td>$155,877</td>
<td>59%</td>
<td>43.6</td>
<td>72%</td>
</tr>
<tr>
<td>Ramona</td>
<td>$124,932</td>
<td>53%</td>
<td>40.5</td>
<td>60%</td>
</tr>
<tr>
<td>Pacific Beach</td>
<td>$112,790</td>
<td>43%</td>
<td>33.0</td>
<td>73%</td>
</tr>
<tr>
<td>Pt. Loma -OB</td>
<td>$136,563</td>
<td>52%</td>
<td>37.5</td>
<td>67%</td>
</tr>
</tbody>
</table>

College Education: College Graduates

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
# Coastal Division

### Coastal Zones

<table>
<thead>
<tr>
<th>Zone</th>
<th>City</th>
<th>Circulation</th>
<th>Direct Mail</th>
<th>Newsstand</th>
<th>Readership</th>
<th>Average Household Income</th>
<th>% of Households +$100K</th>
<th>College Education</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZONE 1</td>
<td>La Jolla</td>
<td>18,080</td>
<td>15,295</td>
<td>2,785</td>
<td>43,392</td>
<td>$176,055</td>
<td>58%</td>
<td>81%</td>
<td>43.9</td>
</tr>
<tr>
<td>ZONE 2</td>
<td>Rancho Santa Fe</td>
<td>7,202</td>
<td>6,192</td>
<td>1,010</td>
<td>17,285</td>
<td>$226,644</td>
<td>70%</td>
<td>76%</td>
<td>53.3</td>
</tr>
<tr>
<td>ZONE 3</td>
<td>Carmel Valley</td>
<td>17,596</td>
<td>16,596</td>
<td>1,000</td>
<td>42,230</td>
<td>$207,027</td>
<td>75%</td>
<td>84%</td>
<td>38.5</td>
</tr>
<tr>
<td></td>
<td>Del Mar</td>
<td>7,231</td>
<td>6,381</td>
<td>850</td>
<td>17,354</td>
<td>$216,157</td>
<td>69%</td>
<td>83%</td>
<td>52.4</td>
</tr>
<tr>
<td></td>
<td>Solana Beach</td>
<td>4,234</td>
<td>3,434</td>
<td>800</td>
<td>10,162</td>
<td>$176,041</td>
<td>62%</td>
<td>76%</td>
<td>45.6</td>
</tr>
</tbody>
</table>

Demographic data: U.S. Census Bureau, ESRI forecasts for 2021
*COASTAL FULL RUN

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>129</td>
<td>$5,595</td>
<td>$4,785</td>
<td>$4,330</td>
<td>$4,050</td>
<td>$3,520</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>64.5</td>
<td>$3,300</td>
<td>$2,805</td>
<td>$2,555</td>
<td>$2,390</td>
<td>$2,070</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$1,795</td>
<td>$1,550</td>
<td>$1,430</td>
<td>$1,335</td>
<td>$1,190</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$1,055</td>
<td>$920</td>
<td>$855</td>
<td>$770</td>
<td>$655</td>
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</tbody>
</table>

* Group Discount Rates Already Included

ZONE 1 La Jolla

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>129</td>
<td>$3,225</td>
<td>$2,875</td>
<td>$2,609</td>
<td>$2,420</td>
<td>$2,105</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>64.5</td>
<td>$1,695</td>
<td>$1,495</td>
<td>$1,355</td>
<td>$1,260</td>
<td>$1,095</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$890</td>
<td>$780</td>
<td>$725</td>
<td>$690</td>
<td>$600</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$495</td>
<td>$430</td>
<td>$395</td>
<td>$375</td>
<td>$330</td>
</tr>
</tbody>
</table>

ZONE 2 Rancho Santa Fe

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>129</td>
<td>$1,880</td>
<td>$1,605</td>
<td>$1,540</td>
<td>$1,415</td>
<td>$1,245</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>64.5</td>
<td>$1,080</td>
<td>$945</td>
<td>$860</td>
<td>$795</td>
<td>$705</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$615</td>
<td>$545</td>
<td>$510</td>
<td>$480</td>
<td>$425</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$365</td>
<td>$310</td>
<td>$290</td>
<td>$270</td>
<td>$245</td>
</tr>
</tbody>
</table>

ZONE 3 OR 4 North Coast or Encinitas**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>129</td>
<td>$2,115</td>
<td>$1,750</td>
<td>$1,535</td>
<td>$1,460</td>
<td>$1,260</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>64.5</td>
<td>$1,365</td>
<td>$1,120</td>
<td>$1,020</td>
<td>$960</td>
<td>$825</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32.25</td>
<td>$745</td>
<td>$630</td>
<td>$570</td>
<td>$530</td>
<td>$480</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>16.125</td>
<td>$450</td>
<td>$395</td>
<td>$370</td>
<td>$320</td>
<td>$260</td>
</tr>
</tbody>
</table>

*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

Coastal Division Retail Rates

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

Space and copy deadline:
La Jolla, North Coast Group, Rancho Santa Fe & Encinitas
Thursday at 10 am

Union-Tribune COMMUNITY PRESS

1/1/23 V1
### Encinitas Advocate 2023 Publication Dates

<table>
<thead>
<tr>
<th>Month</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>13 &amp; 27</td>
</tr>
<tr>
<td>February</td>
<td>10 &amp; 24</td>
</tr>
<tr>
<td>March</td>
<td>10 &amp; 24</td>
</tr>
<tr>
<td>April</td>
<td>7 &amp; 21</td>
</tr>
<tr>
<td>May</td>
<td>5 &amp; 19</td>
</tr>
<tr>
<td>June</td>
<td>2, 16 &amp; 30</td>
</tr>
<tr>
<td>July</td>
<td>14 &amp; 28</td>
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<tr>
<td>August</td>
<td>11 &amp; 25</td>
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<tr>
<td>September</td>
<td>8 &amp; 22</td>
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<tr>
<td>October</td>
<td>6 &amp; 20</td>
</tr>
<tr>
<td>November</td>
<td>3 &amp; 17</td>
</tr>
<tr>
<td>December</td>
<td>1, 15 &amp; 29</td>
</tr>
</tbody>
</table>
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
Attn: Bill Allgeier
3512 14th St.
Riverside, CA 92501

Receiving Hours
7:00am-3:30pm Monday to Friday
## Insert Rates

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

### Carrier Delivered Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet (2 Pages)</td>
<td>$30.00</td>
</tr>
<tr>
<td>Tab Pages</td>
<td></td>
</tr>
<tr>
<td>4 Page Tab</td>
<td>$37.00</td>
</tr>
<tr>
<td>6 Page Tab</td>
<td>$39.00</td>
</tr>
<tr>
<td>8 Page Tab</td>
<td>$49.00</td>
</tr>
<tr>
<td>10 Page Tab</td>
<td>$57.00</td>
</tr>
<tr>
<td>12 Page Tab</td>
<td>$60.00</td>
</tr>
<tr>
<td>14 Page Tab</td>
<td>$64.00</td>
</tr>
<tr>
<td>16 Page Tab</td>
<td>$68.00</td>
</tr>
<tr>
<td>18 Page Tab</td>
<td>$72.00</td>
</tr>
<tr>
<td>20 Page Tab</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

Please call for a quote if over 22+ pages.

## 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
- 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
Attn: Bill Allgeier  
3512 14th St.  
Riverside, CA 92501

### Receiving Hours
7:00am-3:30pm Monday to Friday
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)

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.

ROP MODULAR DISPLAY AD SIZES
Effective December 1, 2023

DOUBLE TRUCK
12C (20.75”) x 21”
Gutter 1.71” x 21”

FULL PAGE
6C (10”) x 21”

1/2 VERTICAL
3C (4.92”) x 10.5”

1/2 HORIZONTAL
6C (10”) x 10.5”

1/4 VERTICAL
3C (4.92”) x 10.5”

1/4 HORIZONTAL
6C (10”) x 5.25”

STRIP AD
6C (10”) x 3”

3C (4.92”) x 3.25”

1/8 VERTICAL
1/8 VERTICAL
1/8 HORIZONTAL
6C (10”) x 5.25”

1/8 HORIZONTAL
6C (10”) x 5.25”

1/8 HORIZONTAL
6C (10”) x 5.25”

Gutter 1.11” x 21”
Monthly Ad Sizes

TAB MODULAR DISPLAY AD SIZES
Effective December 1, 2023

- **FULL PAGE**
  - 6 col (10") x 10"

- **DOUBLE TRUCK**
  - 12 col (20.75") x 10"

- **QUARTER PAGE**
  - 4.915 in. x 5 in.

- **HALF PAGE HORIZONTAL**
  - 10 in. x 5 in.

- **HALF PAGE VERTICAL**
  - 4.915 in. x 10 in.

- **EIGHTH PAGE**
  - 4.915 in. x 2.5 in.

- **1/16 HORIZONTAL**
  - 2 col (3.22") x 2"

- **1/16 HORIZONTAL**
  - 3 col (4.92") x 2.3"

- **1/8 VERTICAL**
  - 2 col (3.22") x 4"

- **1/8 VERTICAL**
  - 3 col (4.92") x 2.3"

- **1/4 HORIZONTAL**
  - 6 col (10") x 2.3"

- **1/4 VERTICAL**
  - 3C (4.92") x 4.75"

- **1/2 VERTICAL**
  - 3C (4.92") x 10"

- **1/2 HORIZONTAL**
  - 6C (10") x 4.75"

- **STRIP AD**
  - 6 col (10") x 3"

- **6 col (10") x 10"**

- **12 col (20.75") x 10"**

- **3C (4.92") x 10"**

- **2 col (3.22") x 2"**

- **3 col (4.92") x 2.3"**

**PB Monthly**

**Point Loma-OB Monthly**
Union Tribune Community Press
Online Advertising Rates

Now offering a full suite of business solutions:
- SEO • SEM • Social Media • Retargeting
- Email • Reputation Management • Video
- Geofencing • Newsletters • Home Page Takeovers

<table>
<thead>
<tr>
<th></th>
<th>BANNER 728x90</th>
<th>CUBE 300x250</th>
<th>DOUBLE CUBE 300x600</th>
<th>HOMEPAGE TAKEOVER</th>
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<tbody>
<tr>
<td></td>
<td>30 DAYS 3 MO. 6 MO. 12 MO.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>La Jolla</td>
<td>$450 $395 $345 $295</td>
<td>$395 $350 $310 $280</td>
<td>$615 $540 $480 $435</td>
<td>$1,100</td>
</tr>
<tr>
<td>Encinitas</td>
<td>$300 $275 $250 $200</td>
<td>$225 $185 $150 $125</td>
<td>$375 $295 $240 $200</td>
<td>$1,700</td>
</tr>
<tr>
<td>Rancho Santa Fe</td>
<td>$320 $265 $215 $160</td>
<td>$285 $250 $210 $180</td>
<td>$450 $295 $240 $200</td>
<td>$2,200</td>
</tr>
<tr>
<td>North Coastal*</td>
<td>$450 $395 $345 $295</td>
<td>$395 $350 $310 $280</td>
<td>$615 $540 $480 $435</td>
<td>$2,600</td>
</tr>
<tr>
<td>Pacific Beach</td>
<td>$450 $275 $250 $200</td>
<td>$275 $225 $190 $175</td>
<td>$375 $295 $240 $200</td>
<td>$2,900</td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
<td>$450 $275 $250 $200</td>
<td>$275 $225 $190 $175</td>
<td>$375 $295 $240 $200</td>
<td>$3,100</td>
</tr>
<tr>
<td>Poway/Rancho Bernardo</td>
<td>$450 $395 $345 $295</td>
<td>$395 $350 $310 $280</td>
<td>$615 $540 $480 $435</td>
<td>$3,500</td>
</tr>
<tr>
<td>Ramona</td>
<td>$450 $275 $250 $200</td>
<td>$225 $185 $150 $125</td>
<td>$374 $295 $240 $200</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

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.

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

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