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
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

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

Demographic data: U.S. Census Bureau, ESRI forecasts for 2021
Be a part of Point Loma and Ocean Beach’s monthly publications focusing on the affluent families that call both communities home.

A community favorite magazine direct mailed to Point Loma and Ocean Beach most affluent households. Reach targeted postal carrier routes with average property values over $750,000 and average household income over $70,000. Pt Loma - OB Monthly covers the people, places, events and the local business scene. Separate yourself and reach consumers who will help you grow your business.

- Direct mailed monthly to over 15,000 households
- 1,000 additional copies distributed in key locations throughout Pacific Beach, Point Loma and Ocean Beach
- Cost effective monthly rates
- Printed with gloss cover and newspaper stock
- High impact units available
- Reach active and educated customers in your community

### Advertising Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 issue</th>
<th>3 issue</th>
<th>6 issue</th>
<th>12 issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,830</td>
<td>$1,590</td>
<td>$1,325</td>
<td>$1,145</td>
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<tr>
<td>1/2 Page</td>
<td>$1,180</td>
<td>$1,015</td>
<td>$875</td>
<td>$750</td>
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<tr>
<td>1/4 Page</td>
<td>$645</td>
<td>$575</td>
<td>$480</td>
<td>$435</td>
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<tr>
<td>1/8 Page</td>
<td>$390</td>
<td>$360</td>
<td>$290</td>
<td>$235</td>
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<tr>
<td>Inside Back Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,590</td>
<td>$1,375</td>
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<tr>
<td>Inside Front Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,590</td>
<td>$1,375</td>
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<tr>
<td>Back Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,490</td>
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### 2023 Publication Dates and Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Reservation Date</th>
<th>Publication Date</th>
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<tbody>
<tr>
<td>January</td>
<td>January 6</td>
<td>January 19</td>
</tr>
<tr>
<td>February</td>
<td>February 2</td>
<td>February 16</td>
</tr>
<tr>
<td>March</td>
<td>March 2</td>
<td>March 16</td>
</tr>
<tr>
<td>April</td>
<td>April 6</td>
<td>April 20</td>
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<tr>
<td>May</td>
<td>May 4</td>
<td>May 18</td>
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<tr>
<td>June</td>
<td>June 8</td>
<td>June 22</td>
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<td>July</td>
<td>July 6</td>
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<td>August</td>
<td>August 3</td>
<td>August 17</td>
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<td>September</td>
<td>August 31</td>
<td>September 14</td>
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<tr>
<td>October</td>
<td>October 5</td>
<td>October 19</td>
</tr>
<tr>
<td>November</td>
<td>November 2</td>
<td>November 16</td>
</tr>
<tr>
<td>December</td>
<td>November 30</td>
<td>December 14</td>
</tr>
</tbody>
</table>

Ask about our other print publications and our full suite of digital business solutions.
Direct Mail Postal Routes

15,551 mailed to homes and 1000 additional copies distributed at key locations around town.

Targeted routes have an average home price of $750,000 and above, average income of $70,000 and above and more than two-thirds single family residences.

Indicates targeted affluent Pt Loma/OB Postal Routes

Indicates Excluded Pt Loma/OB Postal Routes

Distribution: 16,552 | Readership: 33,102
Mail Delivery Insert Rates

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

**BANNER 728x90**

<table>
<thead>
<tr>
<th>Area</th>
<th>30 Days</th>
<th>3 MO.</th>
<th>6 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Jolla</td>
<td>$450</td>
<td>$395</td>
<td>$345</td>
<td>$295</td>
</tr>
<tr>
<td>Encinitas</td>
<td>$300</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Rancho Santa Fe</td>
<td>$320</td>
<td>$265</td>
<td>$215</td>
<td>$160</td>
</tr>
<tr>
<td>North Coastal*</td>
<td>$450</td>
<td>$395</td>
<td>$345</td>
<td>$295</td>
</tr>
<tr>
<td>Pacific Beach</td>
<td>$450</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
<td>$450</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Poway/Rancho Bernardo</td>
<td>$450</td>
<td>$395</td>
<td>$345</td>
<td>$295</td>
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<tr>
<td>Ramona</td>
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<td>$275</td>
<td>$250</td>
<td>$200</td>
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</table>

**CUBE 300x250**

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

**DOUBLE CUBE 300x600**

<table>
<thead>
<tr>
<th>Area</th>
<th>30 Days</th>
<th>3 MO.</th>
<th>6 MO.</th>
<th>12 MO.</th>
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</thead>
<tbody>
<tr>
<td>La Jolla</td>
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<td>$540</td>
<td>$480</td>
<td>$435</td>
</tr>
<tr>
<td>Encinitas</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
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</tr>
<tr>
<td>Rancho Santa Fe</td>
<td>$450</td>
<td>$400</td>
<td>$335</td>
<td>$290</td>
</tr>
<tr>
<td>North Coastal*</td>
<td>$615</td>
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<td>$480</td>
<td>$435</td>
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<tr>
<td>Pacific Beach</td>
<td>$375</td>
<td>$295</td>
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<tr>
<td>Point Loma/Ocean Beach</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
<tr>
<td>Poway/Rancho Bernardo</td>
<td>$615</td>
<td>$540</td>
<td>$480</td>
<td>$435</td>
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<tr>
<td>Ramona</td>
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<td>$295</td>
<td>$240</td>
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</tbody>
</table>

**HOME PAGE TAKEOVER**

<table>
<thead>
<tr>
<th>(Banner, Cube, Double Cube)</th>
<th>7 Days</th>
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</thead>
<tbody>
<tr>
<td>1 Site</td>
<td>$1,100</td>
</tr>
<tr>
<td>2 Sites</td>
<td>$1,700</td>
</tr>
<tr>
<td>3 Sites</td>
<td>$2,200</td>
</tr>
<tr>
<td>4 Sites</td>
<td>$2,600</td>
</tr>
<tr>
<td>5 Sites</td>
<td>$2,900</td>
</tr>
<tr>
<td>6 Sites +</td>
<td>$3,100</td>
</tr>
</tbody>
</table>

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

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.
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.
Monthly Ad Sizes

FULL PAGE
10 in. X 10 in.

QUARTER PAGE
4.915 in. X 5 in.

EIGHTH PAGE
4.915 in. X 2.5 in.

HALF PAGE HORIZONTAL
10 in. X 5 in.

HALF PAGE VERTICAL
4.915 in. X 10 in.