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.
**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

---

**Home Delivery Demographics**

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

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

---

**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
Three Affluent Markets... One Great Buy

North Inland Zones

### ZONE 5

- **Poway**
  - Poway News Chieftain
  - Circulation: 14,902
  - Home Delivery: 14,195
  - Newsstand: 707
  - Readership: 29,804
  - Median home price in 2017: $745,000
  - 55% of college educated adults.
  - Median Effective Buying Income (EBI) per household: $82,224
  - 64% of households with income of $75,000 or more.

- **Rancho Bernardo**
  - Rancho Bernardo News Journal
  - Circulation: 16,731
  - Home Delivery: 15,859
  - Newsstand: 872
  - Readership: 33,462
  - Median home price in 2017: $831,000
  - 69% of college educated adults.
  - Median Effective Buying Income (EBI) per household: $88,534
  - 66% 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
  - Median home price in 2017: $513,000
  - 35% of college educated adults.
  - Median Effective Buying Income (EBI) per household: $68,481
  - 55% of households with income of $75,000 or more.

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**
Two Affluent Markets...
One Great Buy

Monthly Publications

ZONE 7
Pacific Beach

PB Monthly
Circulation............ 15,723
Home Delivery........ 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

ZONE 8
Pt. Loma - OB

Pt. Loma-OB Monthly
Circulation............ 16,550
Home Delivery........ 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

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

### La Jolla or Rancho Santa Fe or North Coastal

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

<table>
<thead>
<tr>
<th>Rate</th>
<th>Size</th>
<th>Ad Rates per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>10.33 x 12.25</td>
<td>52 per year: $1100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26 per year: $1200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 per year: $1300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 per year: $1400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 full page: $1550</td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>5.083 x 6</td>
<td>52 per year: $396</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26 per year: $432</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 per year: $468</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 per year: $504</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 full page: $558</td>
</tr>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>5.083 x 12.25</td>
<td>52 per year: $660</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26 per year: $720</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 per year: $780</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 per year: $840</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 full page: $930</td>
</tr>
<tr>
<td><strong>EIGHTH PAGE</strong></td>
<td>5.083 x 2.8</td>
<td>52 per year: $238</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26 per year: $260</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 per year: $281</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 per year: $302</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 full page: $335</td>
</tr>
</tbody>
</table>

### 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 North Coast
- Carmel Valley News | Del Mar Times | Solana Beach Sun
- Distribution: 29,327
- Readership: 70,384

---

**Guaranteed Placement**

15% premium (if available)

**Space And Copy Deadline:**

Thursday at 10 am
Real Estate Advertising Rates

Encinitas

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

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 per year</td>
<td>$880</td>
<td>52 per year</td>
<td>$315</td>
</tr>
<tr>
<td>26 per year</td>
<td>$960</td>
<td>26 per year</td>
<td>$345</td>
</tr>
<tr>
<td>12 per year</td>
<td>$1040</td>
<td>12 per year</td>
<td>$375</td>
</tr>
<tr>
<td>6 per year</td>
<td>$1120</td>
<td>6 per year</td>
<td>$405</td>
</tr>
<tr>
<td>1 full page</td>
<td>$1240</td>
<td>1 full page</td>
<td>$445</td>
</tr>
</tbody>
</table>

**FULL PAGE**

- FULL 10.33x12.25

**QUARTER PAGE**

- 1/4 V 5.083 x 6
- 1/4 H 10.33 x 2.8

**EIGHTH PAGE**

- 1/8 H 5.083 x 2.8

---

**ZONE 4 Encinitas Advocate**

**Distribution:** 18,408

**Readership:** 44,179

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**GUARANTEED PLACEMENT**

15% premium (if available)

---

**SPACE AND COPY DEADLINE:**

Thursday at 10 am
Mail Delivery Insert Rates

(are determined by weight for all quantities)

Del Mar Times
La Jolla Light
Rancho Santa Fe Review
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
2260 Oak Ridge Way, Vista, CA 92081
Attn: Preprint Receiving

Receiving Hours

8 AM to 4:30 PM Monday to Friday
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

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• Single sheet up to 8 page tab $15.00 per thousand
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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
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.
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.
Now offering a full suite of business solutions:

SEO • SEM • Social Media • Retargeting
Email • Reputation Management • Video

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.

---

<table>
<thead>
<tr>
<th>BANNER 728x90</th>
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</thead>
<tbody>
<tr>
<td><strong>30 DAYS 3 MO. 6 MO. 12 MO.</strong></td>
</tr>
<tr>
<td><strong>La Jolla</strong></td>
</tr>
<tr>
<td>Encinitas</td>
</tr>
<tr>
<td><strong>Rancho Santa Fe</strong></td>
</tr>
<tr>
<td>North Coastal*</td>
</tr>
<tr>
<td><strong>Pacific Beach</strong></td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
</tr>
<tr>
<td><strong>Poway/Rancho Bernardo</strong></td>
</tr>
<tr>
<td>Ramona</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CUBE 300X250</th>
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<tbody>
<tr>
<td><strong>30 DAYS 3 MO. 6 MO. 12 MO.</strong></td>
</tr>
<tr>
<td><strong>La Jolla</strong></td>
</tr>
<tr>
<td>Encinitas</td>
</tr>
<tr>
<td><strong>Rancho Santa Fe</strong></td>
</tr>
<tr>
<td>North Coastal*</td>
</tr>
<tr>
<td><strong>Pacific Beach</strong></td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
</tr>
<tr>
<td><strong>Poway/Rancho Bernardo</strong></td>
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<tr>
<td>Ramona</td>
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</table>

<table>
<thead>
<tr>
<th>DOUBLE CUBE 300x600</th>
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<tbody>
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<td><strong>30 DAYS 3 MO. 6 MO. 12 MO.</strong></td>
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<tr>
<td><strong>La Jolla</strong></td>
</tr>
<tr>
<td>Encinitas</td>
</tr>
<tr>
<td><strong>Rancho Santa Fe</strong></td>
</tr>
<tr>
<td>North Coastal*</td>
</tr>
<tr>
<td><strong>Pacific Beach</strong></td>
</tr>
<tr>
<td>Point Loma/Ocean Beach</td>
</tr>
<tr>
<td><strong>Poway/Rancho Bernardo</strong></td>
</tr>
<tr>
<td>Ramona</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOMEPAGE TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Banner, Cube, Double Cube)</strong></td>
</tr>
<tr>
<td>1 Site</td>
</tr>
<tr>
<td>2 Sites</td>
</tr>
<tr>
<td>3 Sites</td>
</tr>
<tr>
<td>4 Sites</td>
</tr>
<tr>
<td>5 Sites</td>
</tr>
<tr>
<td>6 Sites +</td>
</tr>
</tbody>
</table>

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