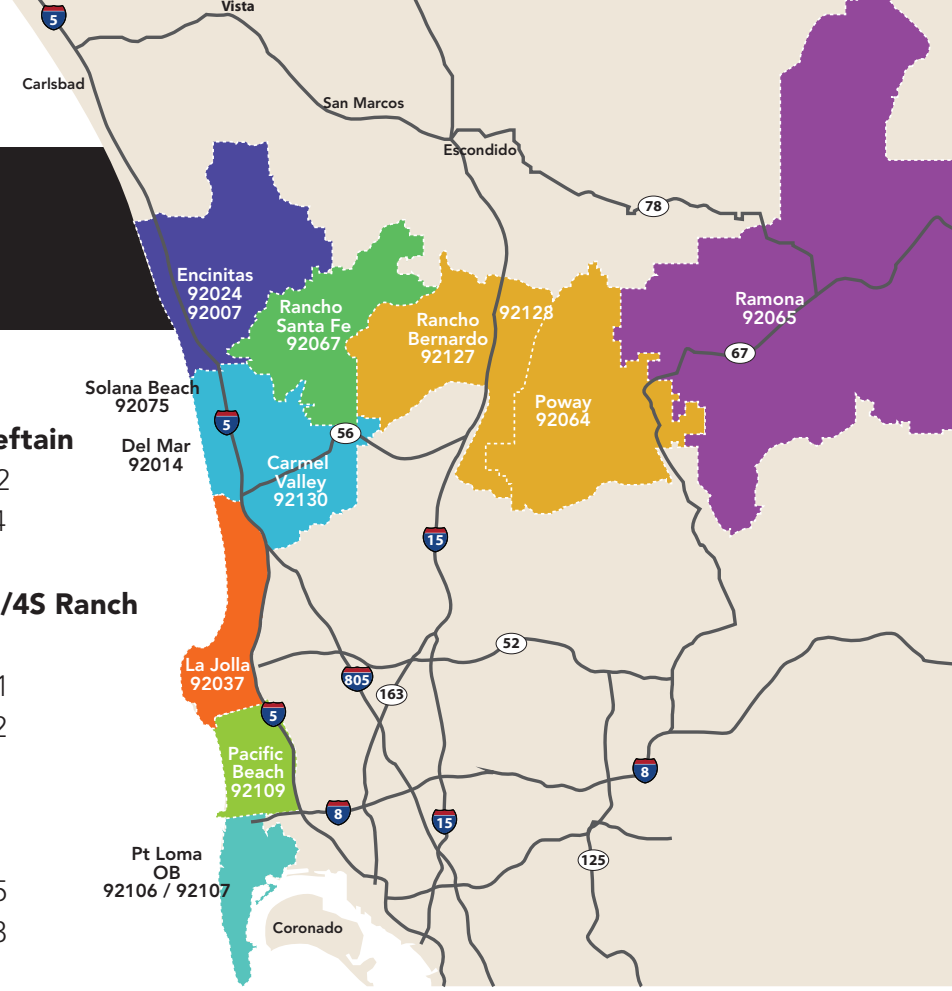
Union-Tribune

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.

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

Six 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

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.

ranchosantafereview.com

ZONE 3
Carmel Valley | Del Mar | Solana Beach

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.

sdcarmelvalleynews.com

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

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.

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

4/1/19 V2

Three 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.

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.

pomeradonews.com

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

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

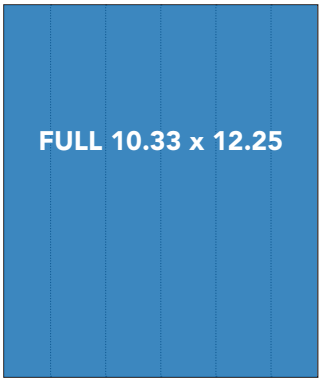
Real Estate Advertising Rates

La Jolla or Rancho Santa Fe or North Coastal

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

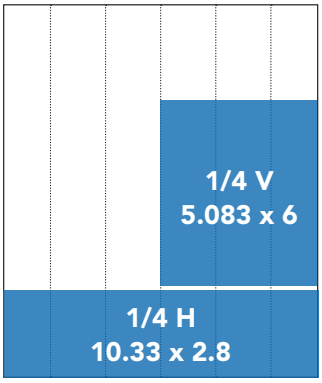
FULL PAGE

52 per year..... **$1100**
26 per year..... **$1200**
12 per year..... **$1300**
6 per year..... **$1400**
1 full page..... **$1550**



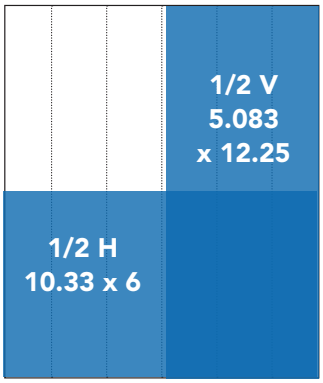
QUARTER PAGE

52 per year..... **$396**
26 per year..... **$432**
12 per year..... **$468**
6 per year..... **$504**
1 full page..... **$558**



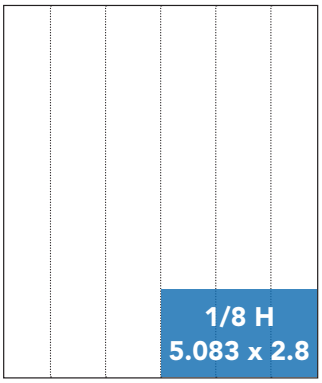
HALF PAGE

52 per year..... **$660**
26 per year..... **$720**
12 per year..... **$780**
6 per year..... **$840**
1 full page..... **$930**



EIGHTH PAGE

52 per year..... **$238**
26 per year..... **$260**
12 per year..... **$281**
6 per year..... **$302**
1 full page..... **$335**



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

Union-Tribune
COMMUNITY PRESS

1/1/19 V1 NC-RE

Real Estate Advertising Rates

Encinitas

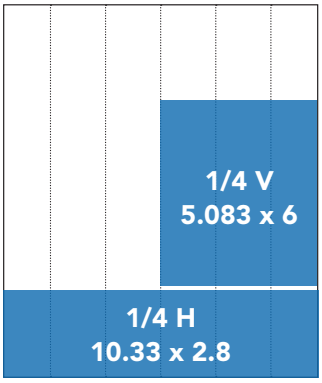
Ad rates are per insertion, per zone and include full color

FULL PAGE

52 per year..... **$880**
26 per year..... **$960**
12 per year..... **$1040**
6 per year..... **$1120**
1 full page..... **$1240**

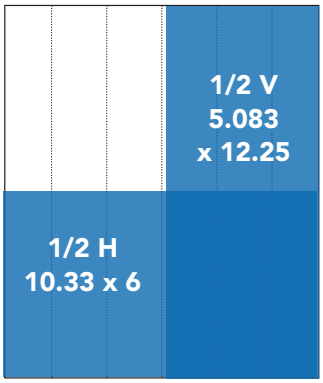
QUARTER PAGE

52 per year..... **$315**
26 per year..... **$345**
12 per year..... **$375**
6 per year..... **$405**
1 full page..... **$445**



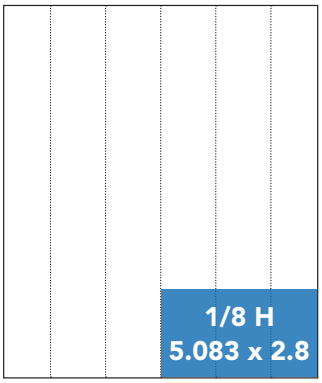
HALF PAGE

52 per year..... **$530**
26 per year..... **$575**
12 per year..... **$625**
6 per year..... **$675**
1 full page..... **$745**



EIGHTH PAGE

52 per year..... **$190**
26 per year..... **$210**
12 per year..... **$225**
6 per year..... **$245**
1 full page..... **$270**



ZONE 4 Encinitas Advocate

Distribution: 18,408
Readership: 44,179

GUARANTEED PLACEMENT

15% premium (if available)

SPACE AND COPY DEADLINE:

Thursday at 10 am

Encinitas Advocate
Cardiff-by-the-Sea · Leucadia · Olivenhain
Volume 4, Issue 9 www.encinitasadvocate.com December 7, 2018

Community
Lifestyle
See inside for a variety of photos of community events.

ENCINITAS ADVOCATE
An Edition of Union-Tribune

Grand Marshal Julian Duval

ENCINITAS HOLIDAY PARADE

Author returns to local roots, promotes new book on Japanese culture

Author Candice Kumai speaking at The Grauer School.

Proposed Cardiff street revisions face resistance

BY MICHAEL J. WILLIAMS

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

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

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

Union-Tribune
COMMUNITY PRESS

1/1/19 V1

Insert Rates

Carmel Valley News
Solana Beach Sun
Encinitas Advocate
Ramona Sentinel
Poway News Chieftain
Rancho Bernardo/4S Ranch News Journal

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.

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

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.

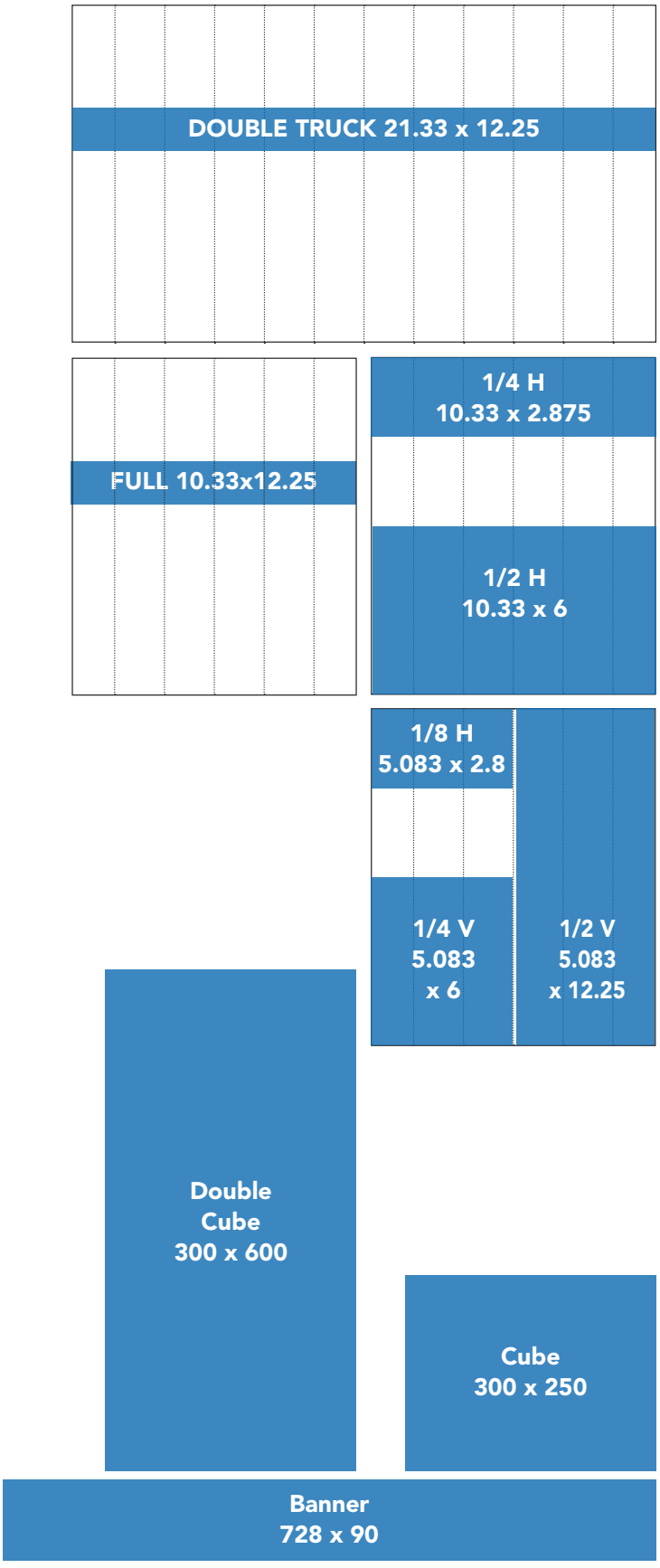
Digital Art And Photo Submission
• File format: PDF, JPEG or EPS
• File size: Minimum 240-300 DPI at image size to be printed.
• CMYK
Web images are generally unacceptable (usually too small).
If you are submitting a file in Illustrator or InDesign please include all fonts and images used in the production 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 ..... 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

Union-Tribune
COMMUNITY PRESS

1/1/19 V1