

# 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.

# North Inland Zone One Great Buy

Poway, Rancho Bernardo and Ramona

## ZONE 5

Poway

Rancho Bernardo



### Poway News Chieftain

Circulation ..... 14,902  
Direct Mail ..... 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](http://pomeradonews.com)



### Rancho Bernardo News Journal

Circulation..... 16,731  
Direct Mail ..... 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  
Direct Mail ..... 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](http://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

### Ramona Sentinel

Thursday, December 13, 2018 Vol. 122, Issue 41 \$26 ramonasentinel.com Ramona's Community Newspaper since 1988

**INSIDE**

### News Journal

THURSDAY, DECEMBER 13, 2018 WWW.POMERADONWS.COM 50 cents (includes tax) Vol. 46, Issue 29

**INSIDE**

### Poway NewsChieftain

THURSDAY, DECEMBER 13, 2018 WWW.POMERADONWS.COM 50 cents (includes tax) Vol. 46, Issue 29

**INSIDE**

**INSIDE**

#### PUSD students test well in English, math

BY JESSICA BROWN  
Pomerado Unified School District (PUSD) students demonstrated strong performance on the annual English Language Proficiency Assessment (ELPA) and the California Statewide Assessment of Student Achievement (CASA) tests. The results, released by the district, show that students in grades 2 through 5 performed well in both English and math. The district's English Language Learners (ELL) program is credited for the success. The district's ELL program is a comprehensive, multi-tiered system that provides students with the resources they need to succeed. The district's ELL program is a comprehensive, multi-tiered system that provides students with the resources they need to succeed.

#### PUSD Adopt-A-Family still seeking donations

BY JESSICA BROWN  
The Pomerado Unified School District (PUSD) is still seeking donations for its Adopt-A-Family program. The program is a community-based initiative that provides families with the resources they need to succeed. The district's Adopt-A-Family program is a community-based initiative that provides families with the resources they need to succeed.

#### Poway to increase open space holdings

BY JESSICA BROWN  
The City of Poway is planning to increase its open space holdings. The city is planning to acquire additional land for parks and recreation. The city's open space holdings are a valuable resource for the community. The city's open space holdings are a valuable resource for the community.

#### KIDIES SPREAD CHRISTMAS CHEER

BY JESSICA BROWN  
The Santa Monica Community Center is hosting a Christmas event for children. The event is a fun and festive celebration of the holiday season. The event is a fun and festive celebration of the holiday season.

#### in rides still scheduled, sex offender reports

BY JESSICA BROWN  
The Santa Monica Community Center is hosting a Christmas event for children. The event is a fun and festive celebration of the holiday season. The event is a fun and festive celebration of the holiday season.

#### Jacob comments progress on greenway easements

BY JESSICA BROWN  
The Santa Monica Community Center is hosting a Christmas event for children. The event is a fun and festive celebration of the holiday season. The event is a fun and festive celebration of the holiday season.

#### 'Snow in the Park' returns Saturday, 'Holiday Nights' next week

BY JESSICA BROWN  
The Santa Monica Community Center is hosting a Christmas event for children. The event is a fun and festive celebration of the holiday season. The event is a fun and festive celebration of the holiday season.

#### English, math

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# Coastal Division Retail Rates

## \*COASTAL FULL RUN

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$4,848	\$4,348	\$3,935	\$3,681	\$3,198
1/2 Page	36	\$2,856	\$2,549	\$2,320	\$2,170	\$1,880
1/4 Page	18	\$1,557	\$1,410	\$1,298	\$1,211	\$1,079
1/8 Page	9	\$912	\$835	\$775	\$700	\$594

\* Group Discount Rates Already Included

## ZONE 1 La Jolla

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$2,790	\$2,613	\$2,372	\$2,200	\$1,910
1/2 Page	36	\$1,465	\$1,358	\$1,231	\$1,145	\$995
1/4 Page	18	\$770	\$709	\$659	\$625	\$545
1/8 Page	9	\$425	\$390	\$357	\$340	\$300

## ZONE 2 Rancho Santa Fe

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,630	\$1,456	\$1,401	\$1,285	\$1,130
1/2 Page	36	\$935	\$858	\$784	\$725	\$639
1/4 Page	18	\$535	\$495	\$464	\$434	\$384
1/8 Page	9	\$315	\$283	\$262	\$245	\$220

## ZONE 3 OR 4 North Coast or Encinitas

AD SIZE	COLUMN INCHES	1X	6X	13X	26X	52X
Full Page	73.5	\$1,830	\$1,589	\$1,393	\$1,325	\$1,145
1/2 Page	36	\$1,180	\$1,016	\$926	\$873	\$750
1/4 Page	18	\$645	\$573	\$520	\$480	\$435
1/8 Page	9	\$390	\$359	\$336	\$290	\$235

\*All rates include full process color. Black & white ads receive 10% discount off published rates.

## Pick-Up Rates – Choose Any

2 Groups Receive .....	<b>20% off</b>
3 Groups Receive .....	<b>30% off</b>
4 Groups Receive .....	<b>40% off</b>

## Full Run

Coastal Distribution: 73,017 Readership: 175,240

## 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: 29,327 Readership: 70,384

## Encinitas Advocate

Distribution: 18,408 Readership: 44,179

## Guaranteed Placement

15% premium (if available)

## Space and copy deadline:

La Jolla, North Coast Group, Rancho Santa Fe & Encinitas

Friday at 10 am





Carmel Valley News  
Solana Beach Sun  
Encinitas Advocate  
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

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

- 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  
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.		

# 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

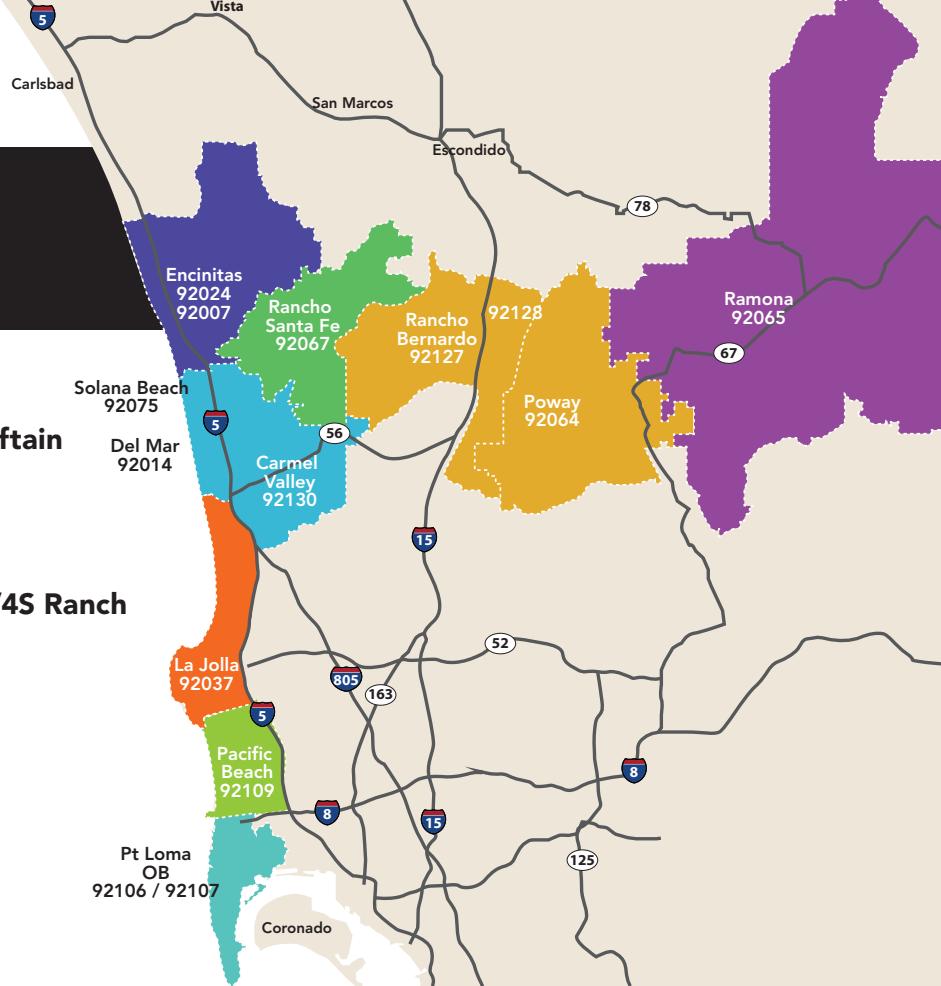
Readership: 31,446

## ZONE 8

### Pt Loma - OB Monthly

Distribution: 16,552

Readership: 33,102



## 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

## 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

# Eleven 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](http://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.

[ranchosanta  
fereview.com](http://ranchosantafereview.com)

### ZONE 3

Carmel Valley



#### 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.

[sdcarmel  
valleynews.com](http://sdcarmelvalleynews.com)

Del Mar



#### 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](http://delmartimes.net)

Solana Beach



#### 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.

[solanabeach  
sun.com](http://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

# Eleven Affluent Markets... One Great Buy

## Monthly Publications

### ZONE 7

Pacific Beach



#### PB Monthly

Circulation..... 15,723  
Direct Mail ..... 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](http://pbmonthly.net)

### ZONE 8

Pt. Loma - OB



#### Pt. Loma-OB Monthly

Circulation..... 16,550  
Direct Mail ..... 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](http://pointloma-obmonthly.com)

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



# 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

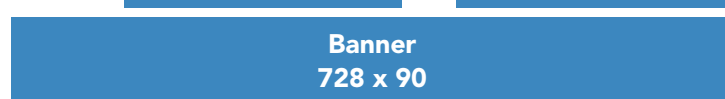
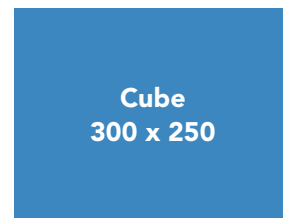
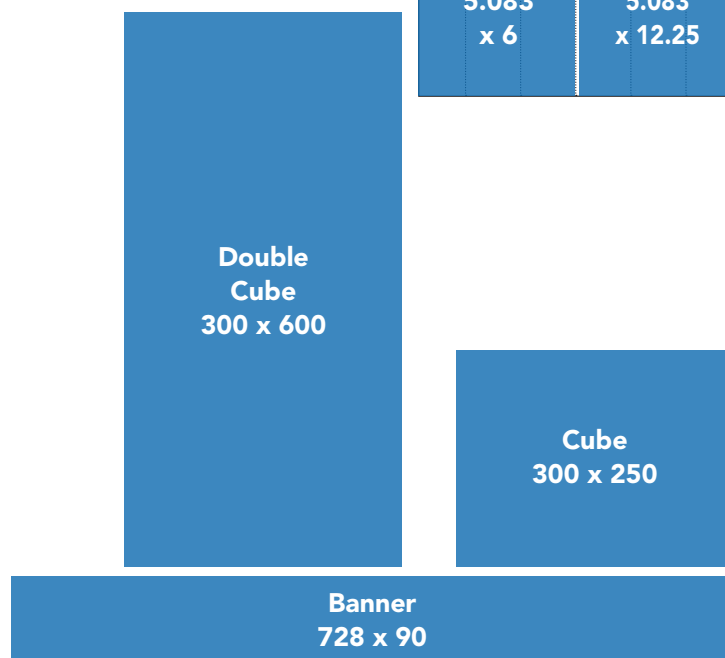
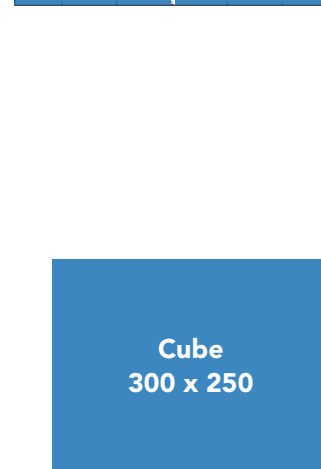
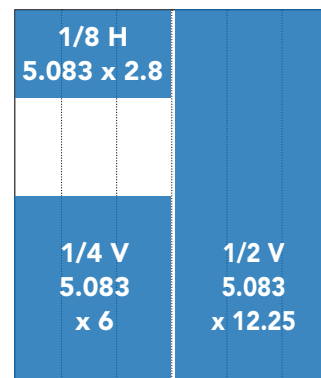
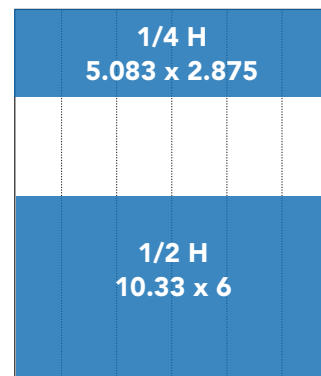
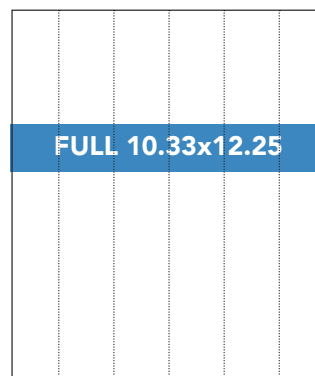
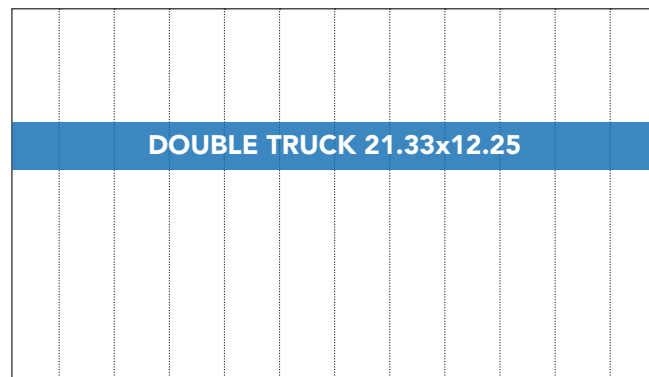
**Accepted File Format:** GIF87, GIF89a, JPEG

**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 .....	<b>5% off</b>
3 websites .....	<b>10% off</b>
4 websites .....	<b>15% off</b>
5 websites .....	<b>20% off</b>
6 websites .....	<b>25% off</b>
7 websites .....	<b>30% off</b>

## 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 homepage for 7 consecutive days.

### BANNER 728x90

	30 DAYS	3 MO.	6 MO.	12 MO.
<b>La Jolla</b>	<b>\$450</b>	<b>\$395</b>	<b>\$345</b>	<b>\$295</b>
Encinitas	\$300	\$275	\$250	\$200
<b>Rancho Santa Fe</b>	<b>\$320</b>	<b>\$265</b>	<b>\$215</b>	<b>\$160</b>
North Coastal*	\$450	\$395	\$345	\$295
<b>Pacific Beach</b>	<b>\$450</b>	<b>\$275</b>	<b>\$250</b>	<b>\$200</b>
Point Loma/Ocean Beach	\$450	\$275	\$250	\$200
<b>Poway/Rancho Bernardo</b>	<b>\$450</b>	<b>\$395</b>	<b>\$345</b>	<b>\$295</b>
Ramona	\$450	\$275	\$250	\$200

### CUBE 300x250

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

### DOUBLE CUBE 300x600

	30 DAYS	3 MO.	6 MO.	12 MO.
<b>La Jolla</b>	<b>\$615</b>	<b>\$540</b>	<b>\$480</b>	<b>\$435</b>
Encinitas	\$375	\$295	\$240	\$200
<b>Rancho Santa Fe</b>	<b>\$450</b>	<b>\$400</b>	<b>\$335</b>	<b>\$290</b>
North Coastal*	\$615	\$540	\$480	\$435
<b>Pacific Beach</b>	<b>\$375</b>	<b>\$295</b>	<b>\$240</b>	<b>\$200</b>
Point Loma/Ocean Beach	\$375	\$295	\$240	\$200
<b>Poway/Rancho Bernardo</b>	<b>\$615</b>	<b>\$540</b>	<b>\$480</b>	<b>\$435</b>
Ramona	\$374	\$295	\$240	\$200

### HOMEPAGE TAKEOVER

(Banner, Cube, Double Cube)	7 Days
<b>1 Site</b>	<b>\$1,100</b>
2 Sites	\$1,700
<b>3 Sites</b>	<b>\$2,200</b>
4 Sites	\$2,600
<b>5 Sites</b>	<b>\$2,900</b>
6 Sites +	\$3,100

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