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

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**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
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<tr>
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<td>$1,568</td>
<td>$1,412</td>
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<td>$500</td>
<td>$452</td>
<td>$416</td>
<td>$380</td>
<td>$336</td>
</tr>
</tbody>
</table>

*Group Discount Rates Already Included

### ZONE 5 Pomerado

<table>
<thead>
<tr>
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### ZONE 6 Ramona

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<td>$235</td>
<td>$215</td>
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<td>$195</td>
<td>$185</td>
</tr>
</tbody>
</table>

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

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**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**
Coastal Division Retail Rates

*COASTAL FULL RUN

<table>
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<tr>
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*Group Discount Rates Already Included

ZONE 1 La Jolla

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<td>$1,465</td>
<td>$1,358</td>
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<td>$770</td>
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<td>$425</td>
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ZONE 2 Rancho Santa Fe

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<td>$434</td>
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<td>$315</td>
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ZONE 3 OR 4 North Coast or Encinitas

<table>
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<td>$873</td>
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<td>18</td>
<td>$645</td>
<td>$573</td>
<td>$520</td>
<td>$480</td>
<td>$435</td>
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<tr>
<td>1/8 Page</td>
<td>9</td>
<td>$390</td>
<td>$359</td>
<td>$336</td>
<td>$290</td>
<td>$235</td>
</tr>
</tbody>
</table>

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

Pick-Up Rates – Choose Any

<table>
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<tr>
<th>2 Groups Receive</th>
<th>3 Groups Receive</th>
<th>4 Groups Receive</th>
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</thead>
<tbody>
<tr>
<td>20% off</td>
<td>30% off</td>
<td>40% off</td>
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</table>

Full Run
Costal 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
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

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

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

ZONE 4
Encinitas Advocate
Distribution: 18,408
Readership: 44,179

ZONE 5
Poway News Chieftain
Distribution: 14,902
Readership: 29,804

ZONE 6
Rancho Bernardo/4S Ranch News Journal
Distribution: 16,731
Readership: 33,462

ZONE 7
Ramona Sentinel
Distribution: 13,165
Readership: 28,863

ZONE 8
PB Monthly
Distribution: 15,723
Readership: 31,446

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

ZONE 4
Encinitas Advocate
Distribution: 18,408
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ZONE 5
Poway News Chieftain
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ZONE 6
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Readership: 33,462

ZONE 7
Ramona Sentinel
Distribution: 13,165
Readership: 28,863

ZONE 8
PB Monthly
 Distribution: 15,723
Readership: 31,446

Home Delivery Demographics*

<table>
<thead>
<tr>
<th>Community</th>
<th>EBI/HH</th>
<th>College Education</th>
<th>HHI of 75K +</th>
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<tbody>
<tr>
<td>La Jolla</td>
<td>$81,130</td>
<td>80%</td>
<td>60%</td>
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<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>
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<td>60%</td>
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<tr>
<td>Encinitas</td>
<td>$77,835</td>
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<td>65%</td>
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<td>Poway</td>
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<td>64%</td>
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<tr>
<td>Ramona</td>
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<tr>
<td>Pacific Beach</td>
<td>$61,754</td>
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</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
### Coastal Zones

<table>
<thead>
<tr>
<th>ZONE 1</th>
<th>ZONE 2</th>
<th>ZONE 3</th>
<th>ZONE 4</th>
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</thead>
<tbody>
<tr>
<td>La Jolla</td>
<td>Rancho Santa Fe</td>
<td>Carmel Valley</td>
<td>Del Mar</td>
</tr>
</tbody>
</table>

### La Jolla Light
- Circulation: 18,080
- Median home price: $2,000,000
- 80% of college educated adults.
- 60% of households with income of $75,000 or more.

### Rancho Santa Fe Review
- Circulation: 7,202
- Median home price: $2,075,000
- 80% of college educated adults.
- 67% of households with income of $75,000 or more.

### Carmel Valley News
- Circulation: 17,596
- Median home price: $1,250,000
- 82% of college educated adults.
- 75% of households with income of $75,000 or more.

### Del Mar Times
- Circulation: 7,231
- Median home price: $1,712,000
- 78% of college educated adults.
- 73% of households with income of $75,000 or more.

### Solana Beach Sun
- Circulation: 4,500
- Median home price: $1,500,000
- 68% of college educated adults.
- 60% of households with income of $75,000 or more.

### Encinitas Advocate
- Circulation: 18,408
- Median home price: $1,180,000
- 65% of college educated adults.
- 60% 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

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

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

### BANNER 728x90

<table>
<thead>
<tr>
<th>Location</th>
<th>30 Days</th>
<th>3 MO</th>
<th>6 MO</th>
<th>12 MO</th>
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<td>$295</td>
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<tr>
<td>Encinitas</td>
<td>$300</td>
<td>$275</td>
<td>$250</td>
<td>$200</td>
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<tr>
<td>Rancho Santa Fe</td>
<td>$320</td>
<td>$265</td>
<td>$215</td>
<td>$160</td>
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<tr>
<td>North Coastal*</td>
<td>$450</td>
<td>$395</td>
<td>$345</td>
<td>$295</td>
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<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>
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<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>
<td>$450</td>
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### CUBE 300x250

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<th>3 MO</th>
<th>6 MO</th>
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<tr>
<td>La Jolla</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>$215</td>
<td>$180</td>
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<tr>
<td>North Coastal*</td>
<td>$395</td>
<td>$350</td>
<td>$310</td>
<td>$280</td>
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<tr>
<td>Pacific Beach</td>
<td>$275</td>
<td>$225</td>
<td>$190</td>
<td>$175</td>
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<td>$275</td>
<td>$225</td>
<td>$190</td>
<td>$175</td>
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<td>Poway/Rancho Bernardo</td>
<td>$395</td>
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<td>$310</td>
<td>$280</td>
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<tr>
<td>Ramona</td>
<td>$225</td>
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### DOUBLE CUBE 300x600

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<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>$615</td>
<td>$540</td>
<td>$480</td>
<td>$435</td>
</tr>
<tr>
<td>Encinitas</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</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>
<td>$540</td>
<td>$480</td>
<td>$435</td>
</tr>
<tr>
<td>Pacific Beach</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
<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>
</tr>
<tr>
<td>Ramona</td>
<td>$375</td>
<td>$295</td>
<td>$240</td>
<td>$200</td>
</tr>
</tbody>
</table>

### HOMEPAGE TAKEOVER

<table>
<thead>
<tr>
<th>(Banner, Cube, Double Cube)</th>
<th>7 Days</th>
</tr>
</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.