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

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>
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<tr>
<td>Del Mar</td>
<td>$95,035</td>
<td>78%</td>
<td>73%</td>
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<tr>
<td>Solana Beach</td>
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<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>
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<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

<table>
<thead>
<tr>
<th>ZONE 5</th>
<th>ZONE 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poway</td>
<td>Rancho Bernardo</td>
</tr>
</tbody>
</table>

- **Poway News Chieftain**
  - Circulation: 14,902
  - Home Delivery: 14,195
  - Newsstand: 707
  - Readership: 29,804
  - Median home price in 2017: $745,000
  - 55 percent of college educated adults.
  - Median Effective Buying Income (EBI) per household: $82,224
  - 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
  - Median home price in 2017: $831,000
  - 69 percent of college educated adults.
  - Median Effective Buying Income (EBI) per household: $88,534
  - 66 percent of households with income of $75,000 or more.

- **Ramona Sentinel**
  - Circulation: 13,165
  - Home Delivery: 12,600
  - Newsstand: 565
  - Readership: 28,963
  - Median home price in 2017: $513,000
  - 35 percent of college educated adults.
  - Median Effective Buying Income (EBI) per household: $68,481
  - 55 percent 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
**Coastal Division Retail Rates**

### *COASTAL FULL RUN*

<table>
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<th>AD SIZE</th>
<th>COLUMN INCHES</th>
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<th>26X</th>
<th>52X</th>
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<td>$2,549</td>
<td>$2,320</td>
<td>$2,170</td>
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<td>9</td>
<td>$912</td>
<td>$835</td>
<td>$775</td>
<td>$700</td>
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</table>

*Group Discount Rates Already Included*

### ZONE 1 La Jolla

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<tr>
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<th>26X</th>
<th>52X</th>
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<td>$995</td>
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<td>1/4 Page</td>
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<td>$709</td>
<td>$659</td>
<td>$625</td>
<td>$545</td>
</tr>
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<td>$425</td>
<td>$390</td>
<td>$357</td>
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<td>$300</td>
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### ZONE 2 Rancho Santa Fe

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<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>73.5</td>
<td>$1,630</td>
<td>$1,456</td>
<td>$1,401</td>
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<td>$1,130</td>
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<td>1/2 Page</td>
<td>36</td>
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<td>$858</td>
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<td>$639</td>
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<td>$535</td>
<td>$495</td>
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<td>9</td>
<td>$315</td>
<td>$283</td>
<td>$262</td>
<td>$245</td>
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### ZONE 3 OR 4 North Coast or Encinitas

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<tr>
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<th>6X</th>
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<td>$1,589</td>
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<td>36</td>
<td>$1,180</td>
<td>$1,016</td>
<td>$926</td>
<td>$873</td>
<td>$750</td>
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<tr>
<td>1/4 Page</td>
<td>18</td>
<td>$645</td>
<td>$573</td>
<td>$520</td>
<td>$480</td>
<td>$435</td>
</tr>
<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**

- 2 Groups Receive .............................................. 20% off
- 3 Groups Receive .............................................. 30% off
- 4 Groups Receive .............................................. 40% off

---

**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**
## Inland Division Retail Rates

### ZONE 5 Pomerado

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLUMN INCHES</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>73.5</td>
<td>$1,830</td>
<td>$1,630</td>
<td>$1,480</td>
<td>$1,330</td>
<td>$1,145</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>36</td>
<td>$1,180</td>
<td>$1,055</td>
<td>$955</td>
<td>$855</td>
<td>$750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>18</td>
<td>$645</td>
<td>$595</td>
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<td>$495</td>
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<tr>
<td>1/8 Page</td>
<td>9</td>
<td>$390</td>
<td>$350</td>
<td>$315</td>
<td>$280</td>
<td>$235</td>
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</table>

### ZONE 6 Ramona

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<th>6X</th>
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<th>26X</th>
<th>52X</th>
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</thead>
<tbody>
<tr>
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<td>$780</td>
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<td>$340</td>
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<td>$235</td>
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<td>$205</td>
<td>$195</td>
<td>$185</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
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<tr>
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<tr>
<td>Tab Pages</td>
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<tr>
<td>4 Page Tab</td>
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<tr>
<td>6 Page Tab</td>
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<tr>
<td>8 Page Tab</td>
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<td>$72.00</td>
</tr>
<tr>
<td>20 Page Tab</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

Please call for a quote if over 22+ pages.
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

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<th>CPM</th>
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<th>CPM</th>
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<tr>
<td>1.15</td>
<td>90</td>
<td>2.05+</td>
<td>Contact Rep</td>
</tr>
</tbody>
</table>
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.