



## At the center of Santa Barbara's cultural conversation

924 Anacapa St Suite B1F, Santa Barbara, Ca 93101

805-965-6448 • email: [Advertising@VoiceSB.com](mailto:Advertising@VoiceSB.com)

[www.VoiceSB.com](http://www.VoiceSB.com)

**A total circulation of 10,000** (25,000 readers)

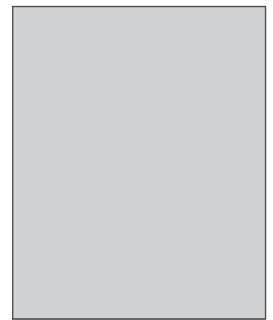
3,200 Direct Mail + 3,300 at 214 locations / stands

**PLUS: 3,500 email subscribers**

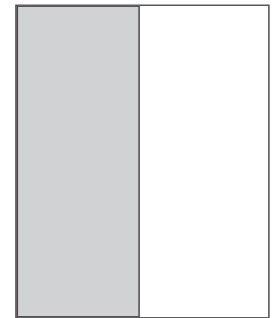
Weekly **Direct Mail** to Montecito & Santa Barbara

Monthly Mailing to West L.A.

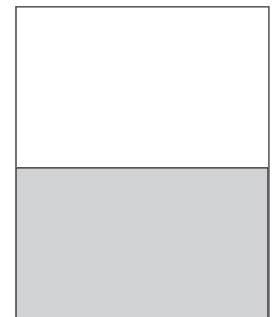
## Dimensions



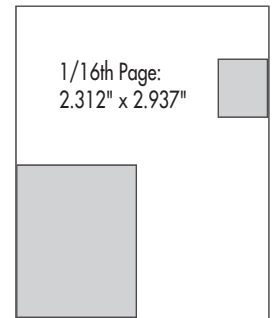
Full Page: 10" x 12.5"



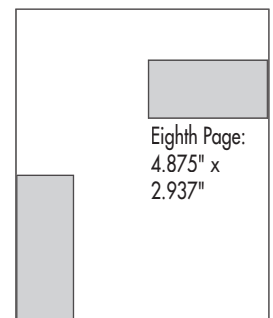
Half Page: 4.875" x 12.5"



Half Page: 10" x 6.125"



Quarter Page: 4.875" x 6.125"



Eighth Page: 2.312" x 6.125"

Per Week Display Advertising Contract Color Rates					NON PROFIT RATES
Frequency Discounts -					
AD SIZE	1 time	3 times	6 times	12 times	26 times
Full Page (10"w x 12.5"h)	\$745	\$645	\$625	\$600	\$550
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$375	\$320	\$300	\$275	\$225
Quarter Page (4.875"w x 6.125"h)	\$235	\$215	\$195	\$165	\$135
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$170	\$150	\$135	\$120	\$70
16th Page (2.312"w x 2.937"h)	\$120	\$105	\$95	\$75	\$40

Per Week Contract Black & White Rates					NON PROFIT RATES
Frequency Discounts -					
AD SIZE	1 time	3 times	6 times	10 times	26 times
Full Page (10"w x 12.5"h)	\$375	\$330	\$315	\$300	\$225
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$170	\$160	\$150	\$135	\$115
Quarter Page (4.875"w x 6.125"h)	\$120	\$110	\$100	\$85	\$70
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$85	\$75	\$70	\$60	\$50
16th Page (2.312"w x 2.937"h)	\$60	\$55	\$50	\$45	\$35

### Electronic Submission Guidelines

- Please build ads to specified dimensions (see above & right)
- All photos, logos, & text should be 300 dots per inch at print size (d.p.i.)
- TIF, JPEG, EPS, or PDF files accepted
- All PDF's must be CMYK or Grayscale
- Quark, InDesign, Photoshop, or press quality PDF's accepted (all fonts must be embedded)
- Minimum line screen of 85
- Please label with client name on file
- Please confirm receipt of materials.

### Other Advertising Options

Classified Ads: \$16 per column inch (1x1.87"wide)

Open House Invitations: FREE

Back Page: \$600

Front Cover: \$800

Advertorial: \$800 per page

Inserts: \$100 per 1,000

Special requests & premium locations add \$50

**Agency Commission:** Please call.

### Advertising Rate Policies

A 30-day notice is given on contract rate revisions. A short rate is issued to advertisers not fulfilling their contract. No verbal agreements, changing in any manner the conditions or schedule of this rate card, will be recognized.

**These rates are effective November 11, 2018 through February 2019.**

### Deadlines | Billing Policy

Display Ads - Tuesday @ 5pm •

Classified Ads - Wednesday @ Noon

Open House Ads - Wednesday @ 3pm

• Cover Materials - Friday @ 5pm

Invoices to be paid net 15 days.  
(\$30 late penalty and \$5 per day late penalty according to standard financial institution policy.)