



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

www.VoiceSB.com

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

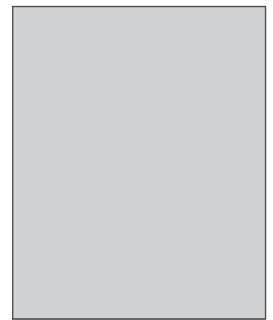
3,200 Direct Mail + 3,300 at 214 locations / stands

PLUS: 3,500 email subscribers

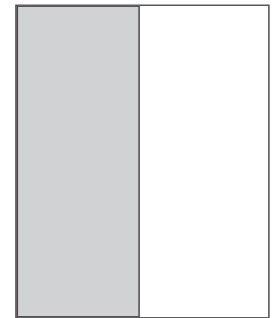
Weekly **Direct Mail** to Montecito & Santa Barbara

Monthly Mailing to West L.A.

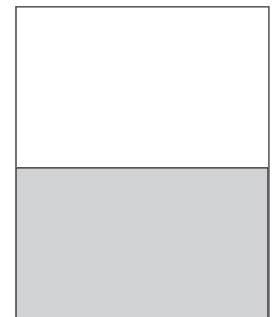
Dimensions



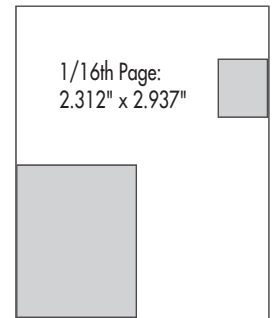
Full Page: 10" x 12.5"



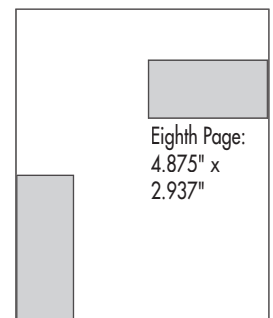
Half Page: 4.875" x 12.5"



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	\$700	\$675	\$650	\$550
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$550	\$500	\$445	\$410	\$385
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	\$250
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$170	\$160	\$150	\$135	\$120
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 January 1, 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.)