



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

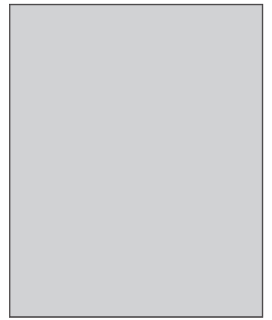
A total of 10,000 in print:

2,700 Direct Mail + 7,300 at 200 locations/stands

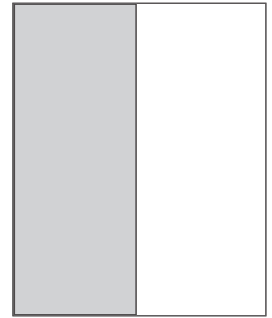
PLUS: 2,500 email subscribers and social media support

Weekly Direct Mail to Montecito, Santa Barbara, Hope Ranch, Santa Ynez Ranches, and West L.A.

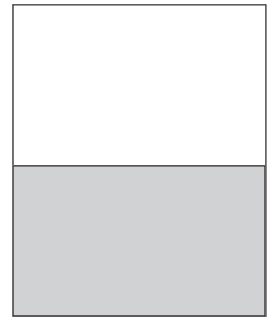
Dimensions



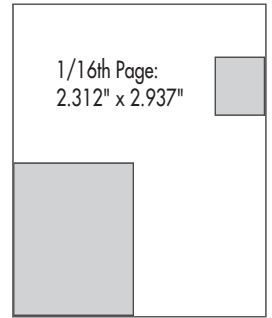
Full Page: 10" x 12.5"



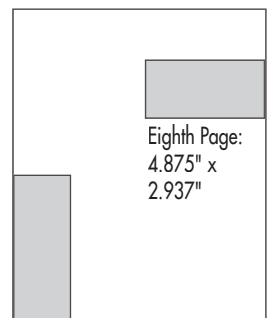
Half Page: 4.875" x 12.5"



Half Page: 10" x 6.125"



Quarter Page: 4.875" x 6.125"



Eighth Page: 2.312" x 6.125"

Weekly Display Advertising Contract Color Rates

Frequency Discounts -

AD SIZE	1 time	3 times	6 times	12 times	26 times
Full Page (10"w x 12.5"h)	\$740	\$700	\$680	\$660	\$620
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$445	\$405	\$385	\$365	\$345
Quarter Page (4.875"w x 6.125"h)	\$300	\$260	\$240	\$220	\$200
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$195	\$155	\$135	\$115	\$95
16th Page (2.312"w x 2.937"h)	\$150	\$110	\$90	\$70	\$50

Contract Black & White Rates

Frequency Discounts -

AD SIZE	1 time	3 times	6 times	10 times	26 times
Full Page (10"w x 12.5"h)	\$500	\$475	\$450	\$425	\$400
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$300	\$275	\$250	\$225	\$200
Quarter Page (4.875"w x 6.125"h)	\$200	\$175	\$150	\$125	\$100
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$150	\$125	\$100	\$75	\$50
16th Page (2.312"w x 2.937"h)	\$100	\$85	\$65	\$45	\$25

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.

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 26, 2018.

Other Advertising Options

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

Open House Invitations: FREE

Back Page: \$800

Front Cover: \$1,000

Advertorial: \$1,025 per page

Inserts: \$100 per 1,000

Special requests & premium locations add \$50

Agency Commission: Please call.

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.)