



## Santa Barbara: Where the Arts & Natural Beauty Meet

23 East Canon Perdido Street, Santa Barbara, Ca 93101

805-965-6448 • email: advertising@CasaSB.com • Fax 805-966-9827

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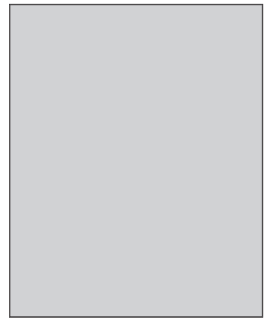
**Circulation: 6,400 to 7,400 Direct Mail + 250 locations/stands**

All of Montecito and Hope Ranch and most of central Santa Barbara including all of zipcode 93108. All of Hollister Ranch, Rancho Embarcadero, most Multi-Million

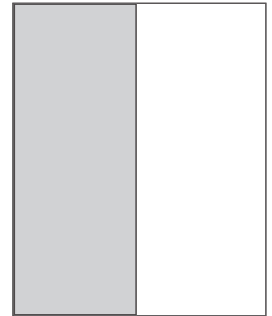
Dollar Assessments in Santa Barbara County.

**A total of 10,000 - 12,000 in weekly circulation.**

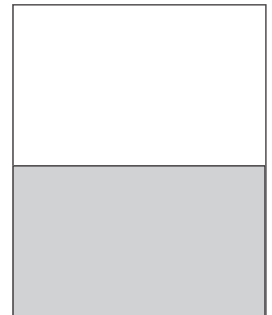
## Dimensions



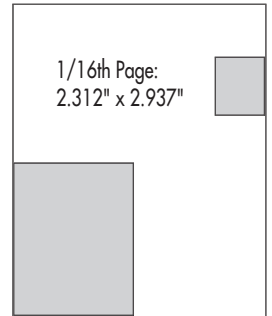
Full Page: 10" x 12.5"



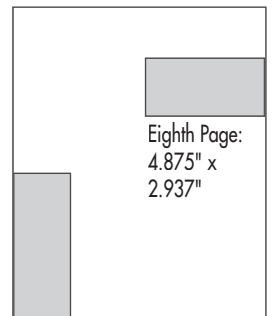
Half Page: 4.875" x 12.5"



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	10 times	26 times
Full Page (10"w x 12.5"h)	\$875	\$800	\$775	\$750	\$745
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$550	\$500	\$475	\$450	\$445
Quarter Page (4.875"w x 6.125"h)	\$400	\$350	\$325	\$300	\$295
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$250	\$215	\$195	\$175	\$160
16th Page (2.312"w x 2.937"h)	\$165	\$145	\$130	\$115	\$105

## 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)	\$650	\$625	\$600	\$575	\$570
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$375	\$350	\$325	\$300	\$295
Quarter Page (4.875"w x 6.125"h)	\$280	\$255	\$230	\$205	\$195
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$160	\$140	\$115	\$95	\$85
16th Page (2.312"w x 2.937"h)	\$100	\$90	\$80	\$70	\$65

## 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: \$850

Front Cover: \$1,000

Feature Banner: \$675

Advertorial: \$1,025 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 March 3, 2017.

## 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.)