



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

924 Anacapa St Suite B1F, Santa Barbara, Ca 93101

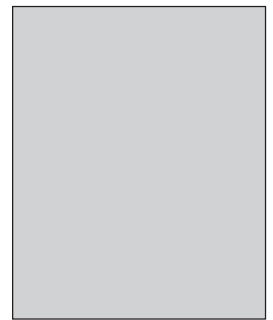
805-965-6448 • email: [Advertising@VoiceSB.com](mailto:Advertising@VoiceSB.com)

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

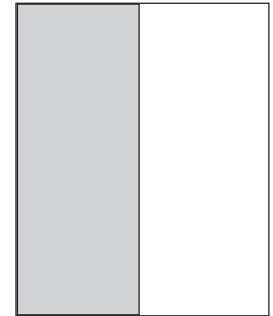
**A total circulation of 11,100** (20,000 readers)

Print: 3,000 • Online: 6,100 email subscribers & 2,200 social media

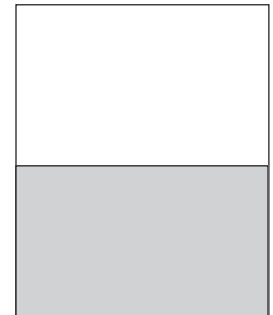
## Dimensions



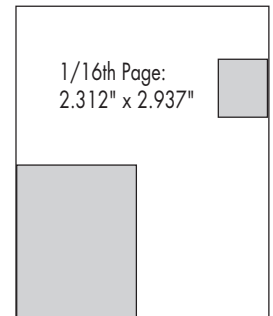
Full Page: 10" x 12.5"



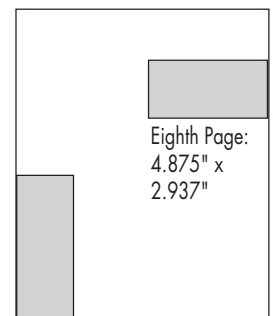
Half Page: 4.875" x 12.5"



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	
Full Page (10"w x 12.5"h)	\$500	\$450	\$425	\$400	\$350
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$300	\$275	\$250	\$225	\$175
Quarter Page (4.875"w x 6.125"h)	\$200	\$175	\$150	\$135	\$100
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$150	\$125	\$100	\$88	\$50
1/16th Page (2.312"w x 2.937"h)	\$125	\$100	\$88	\$44	\$35

Weekly Digital Rates	
AD SIZE	
Full Page (10"w x 12.5"h)	\$100
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$50
Quarter Page (4.875"w x 6.125"h)	\$25
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$12

### Legal Notices:

Fictitious Business Name	\$44.50	4 Weeks
Alcohol License	\$44.50	4 Weeks
Summons	\$290	4 Weeks
Notice of Petition to Administer Estate	\$150	3 Weeks
Name Change	\$175	4 Weeks
Trustee Sale	\$285	3 Weeks
Public Entities	Call for negotiated rates	
Other	Call for quote	

## 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 February 14, 2021.**

## Other Advertising Options

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

Open House Invitations: FREE

Back Page: \$500

Front Cover: \$725

Advertorial: \$800 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 - Tuesday @ Noon

• 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.)