



Local News for a Global Village

217 Sherwood Drive, Santa Barbara, Ca 93110

805-965-6448 • email: Advertising@VoiceSB.com

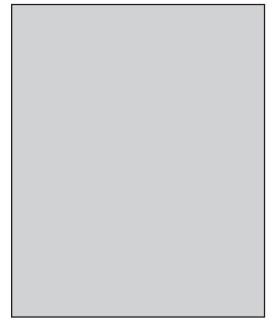
www.VoiceSB.com

A total circulation of **14,241** (20,000 readers)

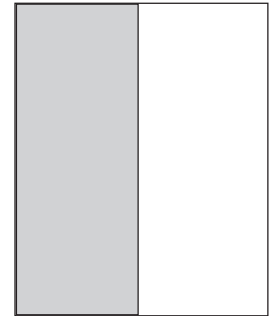
Print: 3,000 • Online: 9,041 email subscribers & 2,200 social media

VOICE MAGAZINE

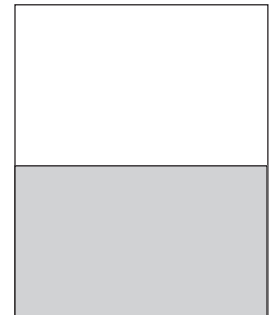
Dimensions



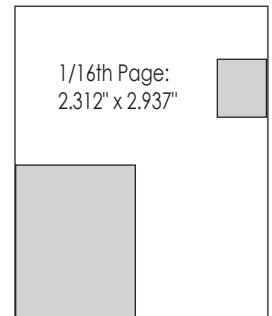
Full Page: 10" x 12.5"



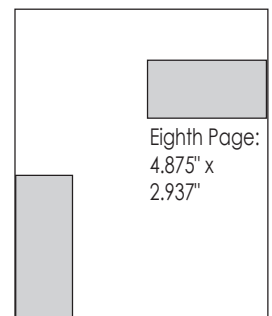
Half Page: 4.875" x 12.5"



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 | \$430 | \$410 | \$365 |
| Half Page (10"w x 6.125"h or 4.875"w x 12.5"h) | \$325 | \$300 | \$280 | \$260 | \$240 |
| Quarter Page (4.875"w x 6.125"h) | \$200 | \$175 | \$155 | \$145 | \$115 |
| Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h) | \$150 | \$125 | \$105 | \$98 | \$65 |
| 16th Page (2.312"w x 2.937"h) | \$125 | \$100 | \$93 | \$54 | \$45 |

| Weekly Digital Rates | |
|--|-------|
| AD SIZE | |
| Full Page (10"w x 12.5"h) | \$125 |
| Half Page (10"w x 6.125"h or 4.875"w x 12.5"h) | \$75 |
| Quarter Page (4.875"w x 6.125"h) | \$50 |
| Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h) | \$25 |

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/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 March 1, 2022.**

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.)

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