



# Local News for a Global Village

217 Sherwood Drive, Santa Barbara, Ca 93110

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

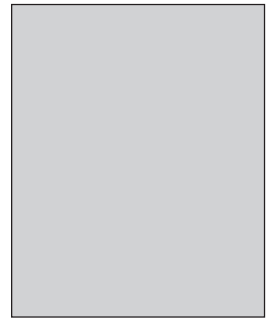
[www.VoiceSB.com](http://www.VoiceSB.com)

A total circulation of **29,780** (60,000 readers)

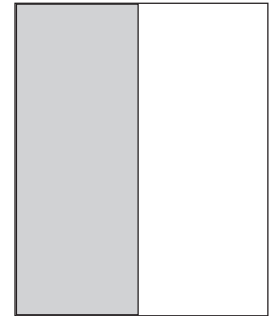
Print: 3,000 • Online: 26,780 email subscribers & 2,200 social media

## VOICE MAGAZINE

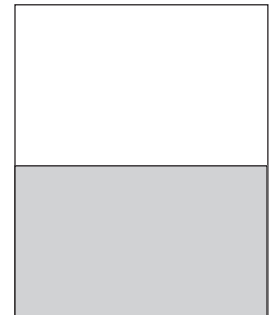
### Dimensions



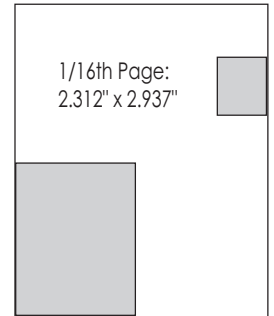
Full Page: 10" x 12.5"



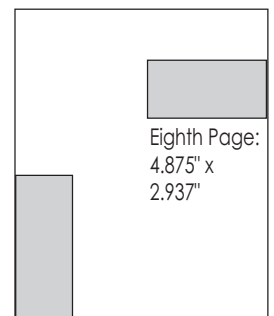
Half Page: 4.875" x 12.5"



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)	\$725	\$550	\$500	\$455	\$365
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$400	\$375	\$325	\$285	\$240
Quarter Page (4.875"w x 6.125"h)	\$200	\$175	\$155	\$150	\$115
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$150	\$130	\$115	\$108	\$65
16th Page (2.312"w x 2.937"h)	\$125	\$100	\$93	\$54	\$45

Weekly Digital-Only Rates	
AD SIZE	
Full Page (10"w x 12.5"h)	\$150
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$100
Quarter Page (4.875"w x 6.125"h)	\$75
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$50

#### 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 May 1, 2023.**

### 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: \$200 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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