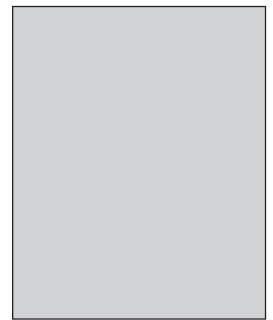


Local News for a Global Village

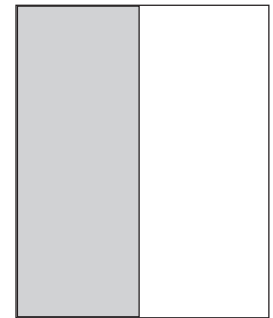
217 Sherwood Drive, Santa Barbara, Ca 93110
805-965-6448 • email: Advertising@VoiceSB.com
www.VoiceSB.com

A total circulation of 29,000 (60,000 readers)
Print: 3,500 • Online: 23,300 email subscribers & 2,200 social media

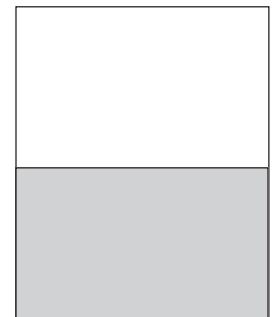
Dimensions



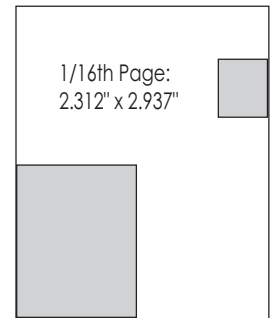
Full Page: 10" x 12.5"



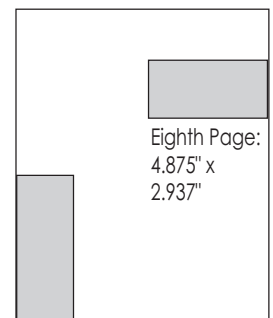
Half Page: 4.875" x 12.5"



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)	\$800	\$600	\$525	\$475	\$375
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$450	\$400	\$325	\$300	\$250
Quarter Page (4.875"w x 6.125"h)	\$280	\$175	\$155	\$175	\$125
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$160	\$130	\$140	\$120	\$75
16th Page (2.312"w x 2.937"h)	\$135	\$115	\$100	\$65	\$55

Weekly Digital-Only Rates	
AD SIZE	
Full Page (10"w x 12.5"h)	\$200
Half Page (10"w x 6.125"h or 4.875"w x 12.5"h)	\$150
Quarter Page (4.875"w x 6.125"h)	\$100
Eighth Page (2.312"w x 6.125"h or 4.875"w x 2.937"h)	\$75

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 PDFs must be CMYK or Grayscale
- Quark, InDesign, Photoshop, or press quality PDFs 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 December 1, 2023.**

Other Advertising Options

Classified Ads: \$16 per column inch (1x1.87"wide)
Back Page: \$500
Front Cover:
Vertical Image Only \$775
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.)