



Local News for a Global Village

Office:

La Cumbre Plaza, H-124
(110 South Hope Avenue)

Mailing Address:

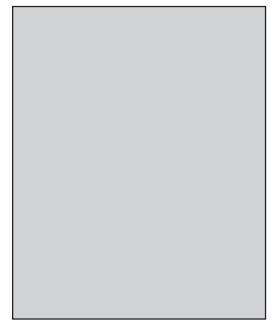
217 Sherwood Drive, Santa Barbara, Ca 93110
805-965-6448 • email: Advertising@VoiceSB.com

VoiceSB.com

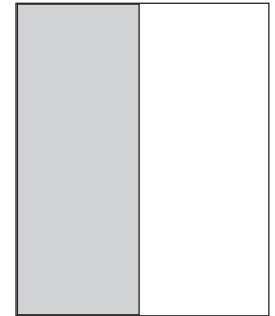
A total circulation of **25,700** (51,400 readers)

Print: 4,000 • Online: 21,700 email subscribers

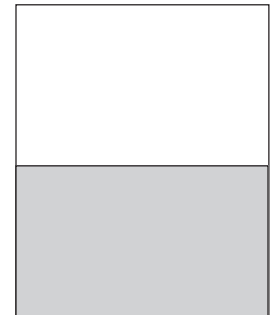
Dimensions



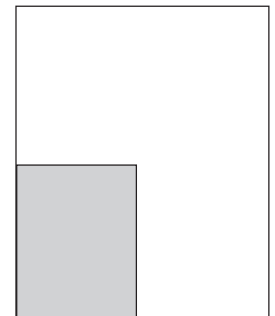
Full Page: 11.5" t x 9.75" w



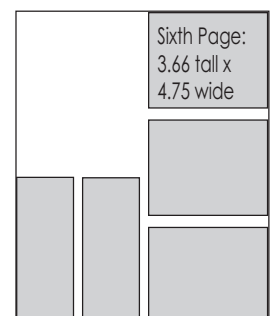
Half Page: 4.75" w x 11.5" t



Half: 5.625" t x 9.75" w



Quarter: 5.625 tall x 4.75" wide



Sixth Page:
3.66 tall x
4.75 wide

Per Week Display Advertising Contract Color Rates					NON PROFIT RATES
Frequency Discounts -					
AD SIZE	1 time	3 times	6 times	12 times	Each
Full Page	\$775	\$625	\$525	\$450	\$400
Half Page	\$475	\$400	\$350	\$305	\$275
Quarter Page	\$240	\$200	\$182	\$162	\$150
Sixth Page	\$195	\$165	\$146	\$136	\$125
Eighth Page	\$149	\$129	\$116	\$106	\$100

Weekly Digital-Only Rates	
AD SIZE	
Full Page	\$200
Half Page	\$140
Quarter Page	\$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
- 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.

Other Advertising Options

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

Back Page: \$600

Front Cover: (Vertical Image Only) \$800

Advertorial: \$940 per page

Inserts: \$250 per 1,000

Special requests & premium locations add \$50

Artist Gallery Ad: \$25

BW Display: 20% off color rate

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 October 31, 2025.**

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.)