

classified rates

DISPLAY ADS <i>Col. wide x inches high</i>	OPEN	4 ADS <i>5% discount</i>	8 ADS <i>10% discount</i>	13 ADS <i>15% discount</i>	26 ADS <i>25% discount</i>	52 ADS <i>35% discount</i>
Per Column Inch (<i>general</i>)	28	26.60	25.20	23.80	21	18.20
Per Column Inch (<i>employment</i>)	25	23.75	22.50	21.25	18.75	16.25

Color Ads are available in limited categories for an additional \$5 per inch. Contact your rep for details.

BUSINESS LINE ADS	OPEN	4 ADS	8 ADS	13 ADS	26 ADS	52 ADS
Per line - 33 characters	4.50	4.28	4.05	3.83	3.38	2.93
Small Headline - up to 25 characters	\$1/week					
Large Headline - up to 20 characters	\$2/week					

LOGOS/ARTWORK/PHOTOS ON LINE ADS

Up to 1 inch \$10/week

PRIVATE LINE ADS

3 lines	3.00	2.85	2.70	2.55	2.25	1.95
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* POPULAR AD SIZES

1 X 1
\$25-18²⁰
WEEKLY

2 X 1
\$56-36⁴⁰
WEEKLY

1 X 2
\$56-36⁴⁰
WEEKLY

2 X 2
\$112-72⁸⁰
WEEKLY

1 X 3
\$84-54⁶⁰
WEEKLY

2 X 3
\$168-109²⁰
WEEKLY

DEADLINES

Display Ads: Monday 12 noon

Line Ads: Tuesday 10am

NON-PROFIT ORGANIZATIONS

We will gladly extend a 20% discount to all non-profit organizations.

COLUMN SIZES	INCHES	PICAS
1 column	1.25"	7p6
2 columns	2.625"	15p9
3 columns	3.958"	23p9
3.5 columns	4.708"	28p3
4 columns	5.333"	32p0
5 columns	6.666"	40p0
6 columns	8.042"	48p3
7 columns	9.375"	56p3

* MANY OTHER SIZES AVAILABLE

CONTRACTS Signed contracts are required for any discounted rates. All contracts are for consecutive insertions unless otherwise noted. Failure to fulfill a contract will result in short rating the ad to the appropriate earned discount and a \$25 cancellation fee.

PRODUCTION & DESIGN All rates include ad design. You can also supply your own camera-ready artwork.

CIRCULATION 40,000 weekly copies are distributed throughout Santa Barbara County. Our circulation is audited by



Effective 1/1/2016