

classified rates

SMART MONEY BUYS HERE!

DISPLAY SIZES	OPEN	4 ADS	8 ADS	13 ADS	26 ADS	52 ADS	
<i>Col. wide x inches high</i>							
7col x 12" (full page)	84 in.	1765	1575	1515	1260	1135	930
7col x 6" (half page horizontal)	42 in.	890	800	770	650	570	500
3col x 7" (quarter page)	21 in.	470	420	405	335	300	270
OTHER SIZES							
Per Column Inch (general)	28	25	24	20	18	15	
Per Column Inch (employment)	25	20	15				

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

LINE ADS RATES	OPEN	4 ADS	8 ADS	13 ADS	26 ADS	52 ADS
Per Line - 33 characters	4.50	4.00	3.25	2.25	1.75	1.25
Small Headline - up to 25 characters	\$1/week					
Large Headline - up to 20 characters	\$2/week					

LOGOS/ARTWORK/PHOTOS ON LINE ADS

Small - 0.5 inch or less	\$10/week
Large - up to 1 inch	\$15/week

YELLOW PAGE RATES

Headline - up to 35 characters	15	15	15
Text Lines - up to 50 characters	10	10	5

YELLOW PAGE DISPLAY

Large Box (color)	300	250
Small Box (color)	150	100

DEADLINES

Display Ads: Monday 12 noon
Line Ads: Tuesday 10am
Yellow Page: Monday 12 noon

ON-LINE ADVERTISING

All line ads are included on our website for the run of the print ad. We offer many sizes of on-line banners, towers and buttons. We also can offer enhancements to your line ads for prominence on the site. Ask your rep for details.

NON-PROFIT ORGANIZATIONS

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

COLUMN SIZES INCHES	PICAS
1 column..... 1.33"	8p
2 columns 2.75"	16p6
3 columns 4.208"	25p3
3.5 columns 4.917"	29p6
4 columns 5.667"	34p
5 columns 7.083"	42p6
6 columns 8.542"	51p3
7 columns 10"	42p

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

