

# CLASSIFIED RATES

## DISPLAY ADS

Col. Wide x Inches High

	OPEN	8 ads 10% discount	13 ads 15% discount	26 ads 20% discount	52 ads 25% discount
Per Column Inch (general)	28	25.20	23.80	21	18.20
Per Column Inch (employment)	25	22.50	21.25	18.75	16.25

**Color Ads are available for an additional \$5 per inch.**

## BUSINESS LINE ADS

	OPEN	8 ads	13 ads	26 ads	52 ads
Per line - 33 characters	4.50	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 FOR LINE ADS

Max dimensions 1" x .5"	\$10/week				
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## PRIVATE LINE ADS

	3.00	2.70	2.55	2.25	1.95
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# \* POPULAR AD SIZES

**1 X 1**  
\$25-18<sup>20</sup>  
WEEKLY

**2 X 1**  
\$56-36<sup>40</sup>  
WEEKLY

**1 X 2**  
\$56-36<sup>40</sup>  
WEEKLY

**2 X 2**  
\$112-72<sup>80</sup>  
WEEKLY

**1 X 3**  
\$84-54<sup>60</sup>  
WEEKLY

**2 X 3**  
\$168-109<sup>20</sup>  
WEEKLY

## DEADLINES

**Display Ads:** Monday 12 noon

**Line Ads:** Tuesday 10a.m.

## NON-PROFIT ORGANIZATIONS

We will gladly extend a 20% discount to all nonprofit 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

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

**CIRCULATION** 27,000 weekly copies are distributed throughout Santa Barbara County. Our circulation is audited by



Effective 2021