

POST YOUR NOTICE

CLASSIFIEDS

DISPLAY ADS

Col. Wide x Inches High

	OPEN	8 ads <small>10% discount</small>	13 ads <small>15% discount</small>	26 ads <small>20% discount</small>	52 ads <small>25% discount</small>
Per Column Inch (<i>general</i>)	28	25.20	23.80	21	18.20
Per Column Inch (<i>employment</i>)	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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► **Nonprofit:** We will gladly extend a **20% discount** to all nonprofit organizations.

► **Production & Design:** All rates include ad design. You can also supply your own camera-ready artwork.

► **Deadlines:**

Display Ads: Monday 12 p.m.

Line Ads: Tuesday 10 a.m.

► **Legals Ads:** The *Santa Barbara Independent* is an adjudicated newspaper. Contact legals@independent.com.

Rates:

Fictitious Business Name: \$49

Name Change: \$200

Summons: \$250

Deadline: Friday 5 p.m.

SAMPLE AD SIZES *

2 X 1
\$56-36⁴⁰
WEEKLY

2 X 2
\$112-72⁸⁰
WEEKLY

1 X 3
\$84-54⁶⁰
WEEKLY

2 X 3
\$168-109²⁰
WEEKLY

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