



Santa Barbara: Where the Arts & Natural Beauty Meet

23 East Canon Perdido Street, Santa Barbara, Ca 93101

805-965-6448 • Fax 805-966-9827

email: advertising@CasaSB.com

Circulation: 9,000 Direct Mail Weekly + 4,000 to 6,000 Stand Delivery

All of Montecito and Hope Ranch and most of central Santa Barbara including all of zipcode 93108.

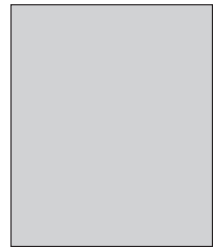
All of Hollister Ranch, Rancho Embarcadero, most Multi-Million Dollar Assessments in Santa Barbara County.

A total of 13,000 to 15,000 in weekly circulation.

Weekly Display **ADVERTISING CONTRACT RATES** • (Full Color)

AD SIZE	26x	12x	6x	1x	National*
Full Page	\$750	\$775	\$800	\$850	\$1,200
Half Page	\$450	\$475	\$500	\$525	\$700
Quarter Page	\$300	\$325	\$350	\$375	\$500
Eighth Page	\$175	\$195	\$215	\$235	\$315
16th Page	\$100	\$115	\$130	\$145	\$200

Dimensions



Full Page: 10" x 12.5"

Web Marketing • CasaSB.com

Size	12 months	6 months	3 months
Button (120x60 pixels)	\$25	\$30	\$35
Square (120x120 pixels)	\$50	\$55	\$60
Tall Banner (120x240 pixels)	\$75	\$80	\$85
Skyscraper (120x600 pixels)	\$125	\$130	\$135
Wide Banner (468x60 pixels)	\$150	\$175	\$185
Text Link	\$15	\$20	\$25

Specific Locations:

Home Page Banner (250x60 pixels)	\$200	\$225	\$250
Open House Button (120x60)	\$35	\$40	\$45
Calendar Button (120x60)	\$35	\$40	\$45

Web Ad Specs:

1. Acceptable file formats: .GIF, .JPG or .SWF (Flash) files in RGB color only.
2. We do not accept HTML, DHTML, Java, JavaScript, audio content, streaming media, free-form floating ads, or interstitial ads.
3. Resolution: 72 dpi at exact screen dimensions of ad size.
4. Animation: 3 loops maximum, up to 7 seconds per loop.
5. Link URL: Must be included via email when ad is submitted.

Button
(120x60 pixels)

Square
(120x120 pixels)

Tall Banner
(120x240 pixels)

Home Page Banner
250x60 pixels

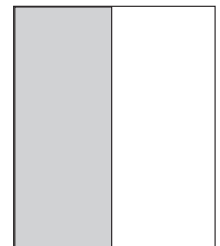
Wide Banner
468x60 pixels

Skyscraper
(120x600 pixels)

Other Advertising Options

Classified Ads: \$14 per column inch (1x1.87" wide)
Open House Invitations: FREE
Back Page: \$850
Front Cover: \$800

Feature Banner -\$675
Advertorial: \$1,000 per page
Inserts: \$75 per 1,000
*Special requests & premium locations add \$50



Half Page: 4.875" x 12.5"

DEADLINES

Display Ads - Tuesday @ 5pm
Classified Ads - Wednesday @ Noon
Open House Ads - Wednesday @ 3pm
Cover Materials - Friday @ 5pm

Electronic Submission Guidelines

- Please build ads to specified dimensions (see right)
- All photos, logos, & text should be 300 dots per inch at print size (d.p.i.)
- TIF, JPEG, EPS, or PDF files accepted
- All PDF's must be CMYK or Grayscale
- Quark, InDesign, Photoshop, or press quality PDF's accepted (all fonts must be embedded)
- Minimum line screen of 85
- Please label with client name on file
- Please confirm receipt of materials.

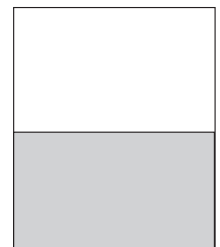
Black & White Display Ads:

\$30 less than above rates for all sizes 1/8 and above

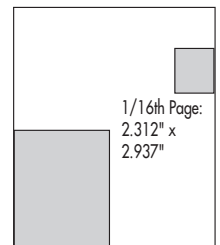
Agency Commission: 15% / National Rate: 20% Gross

*National Rate: Ask for details

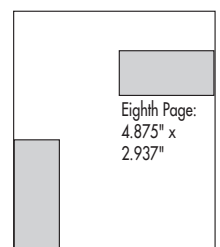
Advertising Rate Policies: A 30-day notice is given on contract rate revisions. A short rate is issued to advertisers not fulfilling their contract. No verbal agreements, changing in any manner the conditions or schedule of this rate card, will be recognized. These rates are effective 8/6/11.



Half Page: 10" x 6.125"



Quarter Page: 4.875" x 6.125"



Eighth Page: 2.312" x 6.125"