

Santa Barbara Sentinel

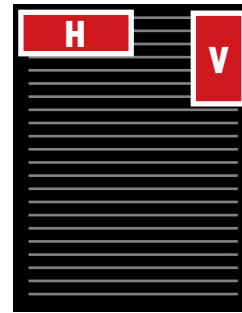
133 EAST DE LA GUERRA STREET, #182 • SANTA BARBARA, CA 93101

Published Every Other Friday

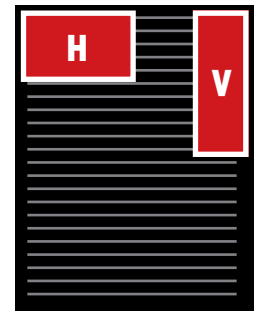
2020 ADVERTISING RATES

FREQUENCY	1X	4X	13X	26X
Per Col. Inch	\$20.75	\$18.50	\$14.80	\$13.50
Custom Text-wrap	\$22.05	\$20.50	\$18.50	\$16.00
1/12 Page	\$90.00	\$85.00	\$75.00	\$60.00
H: 4.875 x 2 V: 2.35 x 4.1				
1/8 Page	\$145.00	\$125.00	\$110.00	\$90.00
H: 4.875 x 3.04 V: 2.35 x 6.25				
1/6 Page	\$175.00	\$160.00	\$140.00	\$120.00
H: 4.875 x 4.1 V: 2.35 x 8.4				
1/4 Page	\$270.00	\$235.00	\$200.00	\$175.00
H: 4.875 x 6.25 V: 2.35 x 12.65				
1/2 Page	\$450.00	\$425.00	\$400.00	\$325.00
H: 9.89 x 6.25 V: 4.875 x 12.65				
Full Page	\$700.00	\$600.00	\$550.00	\$500.00
9.89 x 12.65				

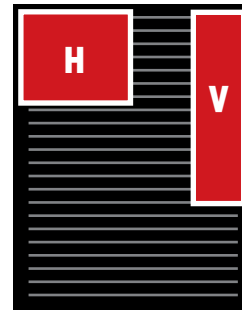
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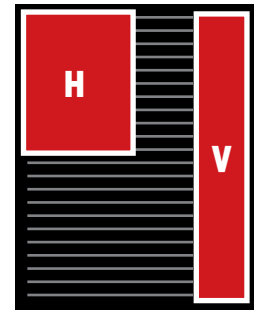
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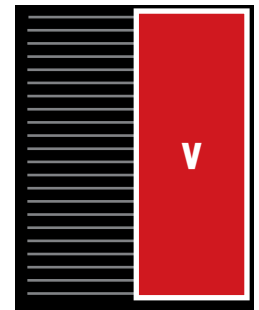
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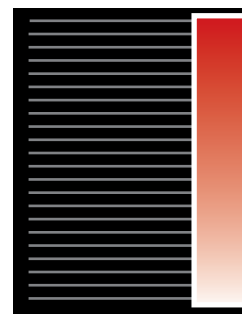
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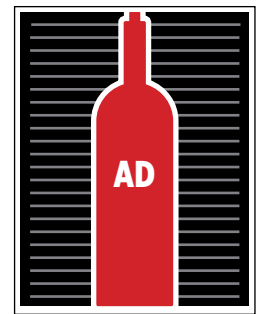
1/2 PAGE



PER COLUMN INCH



CUSTOM TEXT-WRAP



SPECIALTY PRICING

GUARANTEES

Inside Cover	+20%
Contents Page	+10%
Full Center	+10%
Outside Back Cover	+20%
Preferred Positioning	+10%

COLOR

Full Color	INCLUDED
Spot Color	INCLUDED

INSERTS

Pre-printed FSI (10,000 minimum)	.12 each
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DISTRIBUTION

PRINTED COPIES	12,000
READERSHIP	45,000+
ONLINE READERSHIP	2,500 per week

DEMOGRAPHICS

TARGETED AGE	35+
DISPOSABLE INCOME	\$90,000 - \$300,000+
TARGETED AUDIENCE	Working Professionals

Tanis Nelson
Advertising

805.689.0304 • tanis@santabarbarasentinel.com



ADVERTISING CONTRACT

Advertiser's Name: _____

Contact Name: _____

Billing Address: _____

City / State / Zip: _____

Phone / FAX: _____

Email Address: _____

This ADVERTISING AGREEMENT (this "Agreement") in entered into by and between the Santa Barbara Sentinel, LLC (the "Sentinel") and the above-named advertiser (the "Advertiser"). Advertiser hereby commits to run a display advertisement in the Sentinel in accordance with the following terms:

I intend such advertising to be _____ (size)

My guaranteed rate will be at the _____ x rate, or _____ per issue.

Advertiser understands and acknowledges that it has agreed and is obligated to comply with the foregoing terms. With that said, however, the Sentinel acknowledges that advertisers must, from time to time, change an advertisement's duration or size and is willing to utilize its best efforts to honor any such changes. Accordingly, in the event that Advertiser requests a change in size of an advertisement, the Sentinel will honor the change if and only if Advertiser agrees to pay the rate in effect at the time of the change (not at the time this Agreement was executed) for the expanded or reduced size. Similarly, in the event that Advertiser seeks to cancel an advertisement before its full agreed duration, the Sentinel will permit the cancellation if and only if Advertiser agrees to pay the rate associated with a one-time advertisement at the relevant size, multiplied by the number of advertisements actually run in the Sentinel before the proposed cancellation. With all that said, the Sentinel wants to build long-term business relationships and hereby pledges to negotiate any other proposed changes in good faith.

Initial fee due upon signing:

Rate	\$ _____
Position	\$ _____
Production	\$ _____
Other	\$ _____
Total	\$ _____

Method of payment: Visa Mastercard Check

Credit Card #: _____

Exp. Date: _____ / _____ (m /y)

Name on Credit Card: _____

Credit Card Billing Address: _____

City / State / Zip: _____

Advertiser Signature: _____

Date: _____

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SB SENTINEL, LLC.

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