

SANTA BARBARA Sentinel

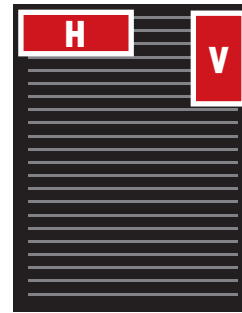
133 EAST DE LA GUERRA STREET, #182 • SANTA BARBARA, CA 93101

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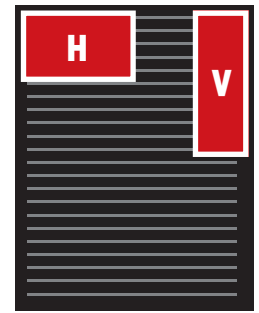
2015 ADVERTISING RATES

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				

1/12 PAGE



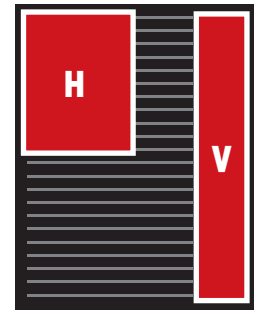
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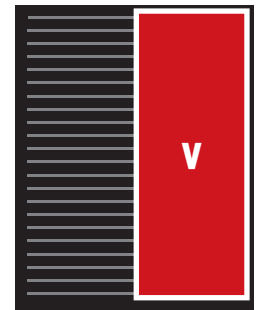
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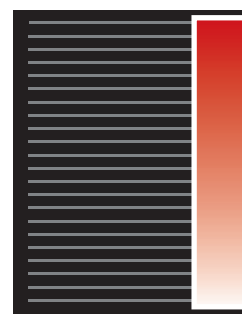
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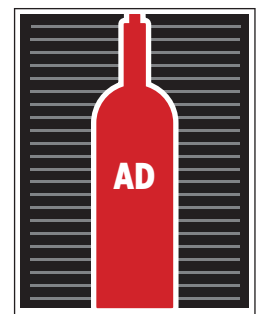
1/2 PAGE



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	14,000
READERSHIP	45,000+
ONLINE READERSHIP	2,500 per week

DEMOGRAPHICS

TARGETED AGE	45+
DISPOSABLE INCOME	\$50,000+
TARGETED AUDIENCE	Working Professionals

Advertising

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