

Santa Barbara
SEASONS
CELEBRATING LOCAL LIFE & CULTURE

2012 publishing schedule

Spring march/april/may

Space closing & Ad material deadline: **January 6** | Distribution: March 2

Summer june/july/aug

Space closing & Ad material deadline: **March 30** | Distribution: June 1

Fall sept/oct/nov

Space closing & Ad material deadline: **July 6** | Distribution: September 3

Winter dec/jan/feb

Space closing & Ad material deadline: **Sept. 28** | Distribution: December 3

2012 advertising rates

Ad Size	1x	4x contract
Full page	\$4,055	\$3,445
2/3 vertical	\$3,240	\$2,755
1/2 horizontal	\$2,590	\$2,200
1/3 page	\$1,685	\$1,435
Seasons Source	\$550	\$500

Back Cover: \$4,975 | Inside Front Cover: \$4,760

Page 1: \$4,545 | Inside Back Cover: \$4,325

Guaranteed Position +10% | Black & White deduct 15%
Bleed no additional charge