

Santa Barbara SEASONS

CELEBRATING LOCAL LIFE & CULTURE

seasons source

An illustrated guide to local businesses in Santa Barbara County. Reach more than 150,000* readers with every issue at a cost of less than \$4 per thousand!

Readership

Local homeowners and upscale visitors

Distribution

Special section highlighted in every issue of Santa Barbara Seasons

- 11,000 local residents, subscription and newsstand
- 2,000 business mailing and special events
- 17,000 through hotels, motels and visitor information centers

Specifications

Seasons Source is a special, formatted ad section we design to accommodate:

- **A color image OR logo approximately 3" x 3" @ 300 dpi, high resolution**
- **Name, address, phone and web site**
- **Up to 30 words of text**

We cannot accommodate special fonts or individual ad design.

Digital Photos

Acceptable formats include Photoshop for Macintosh, TIFF, EPS or JPEG at 300 dpi. Materials requiring additional computer time or manipulation will be charged back to client at a rate of \$90 per hour. Production questions: beth@sbseasons.com

2012 Ad Rates:

1X \$550 | 4X \$500

Includes design, production and one color scan.

For more information, call 805/564-8804.

DEADLINES

Spring '12 space closing and materials due: **January 6**
On sale: *March 2*

Summer '12 space closing and materials due: **March 30**
On sale: *June 1*

Fall '12 space closing and materials due: **July 6**
On sale: *September 3*

Winter '12/13 space closing and materials due: **September 28**
On sale: *December 3*

Below Right: Overall page design with individual ad placements.

Above Right: Individual ad at actual size. Shaded area indicates area for image OR logo.

ACTUAL SIZE

overall ad dimension
2.625"W x 4.625"H

photo dimension
2.375"W x 2.125"H

30 words of text

Your Company Name

This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad.

[Your Website Here](#)

[Your Phone Here](#)

[Your Address Here](#)

