

Santa Barbara SEASONS

2020 Chapala Street, Santa Barbara, CA 93105 phone (805) 563-0500 fax (805) 563-0504 www.sbseasons.com

2008 ADVERTISING RATES

AD SIZES	1 X	4 X CONTRACT *
Full page	\$3,935	\$3,276
Two-thirds vertical	3,145	2,620
One-half	2,515	2,090
One-third	1,638	1,313

Back Cover: \$4,830

Inside Front Cover: \$4,620

Page 1: \$4,410

Inside Back Cover: \$4,200

Guaranteed Position +Plus 10%

Black and White deduct 15%

BLEED NO ADDITIONAL CHARGE

2008/2009 PUBLISHING SCHEDULE

FALL

Sept/Oct/Nov

Space closing & Ad material deadline: **July 9**

On newsstand: September 5

HOLIDAY

Dec/Jan/Feb

Space closing & Ad material deadline: **October 3**

On newsstand: December 5

SPRING

March/April/May

Space closing & Ad material deadline: **January 9**

On newsstand: March 2

SUMMER

June/July/Aug

Space closing & Ad material deadline: **April 3**

On newsstand: June 2