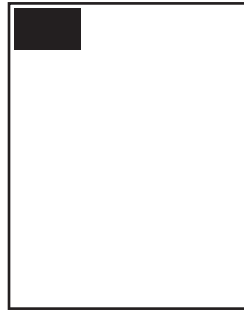


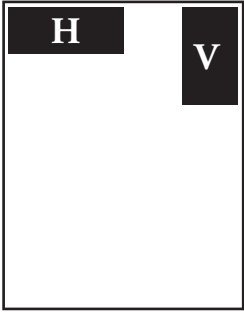
PER COLUMN INCH



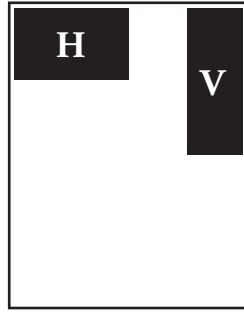
BUSINESS CARD



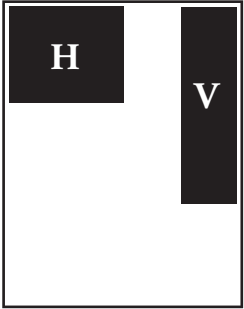
1/12 PAGE



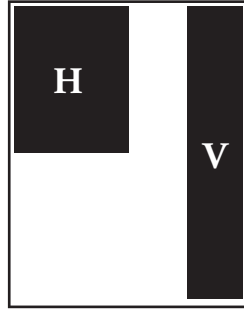
1/8 PAGE



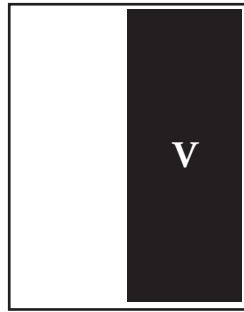
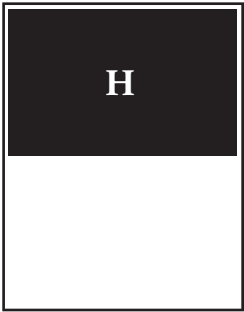
1/6 PAGE



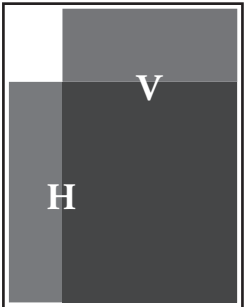
1/4 PAGE



1/2 PAGE



3/4 PAGE



Readership Snapshot

.....

AGI: \$245,216
 Demographic: 45+
 Home Value: \$2.5mil+

Montecito JOURNAL

Christine Merrick
Advertising Representative

805.565.1860 ext.3 • christine@montecitjournal.net

Published Every Wednesday
2017 ADVERTISING RATES

FREQUENCY	1X	4X	13X	26X	50X
Business Card	N/A	\$40.00	\$35.00	\$30.00	\$25.00
Per Col. Inch	\$27.50	\$25.00	\$23.00	\$21.00	\$20.00
3" Ad	N/A	\$71.00	\$66.00	\$58.00	\$53.00
1/12 Page	\$108.00	\$100.00	\$91.00	\$82.00	\$77.00
H: 4.858 x 1.965 V: 2.353 x 4.08					
1/8 Page	\$155.00	\$140.00	\$130.00	\$120.00	\$110.00
H: 4.858 x 3.02 V: 2.353 x 6.19					
1/6 Page	\$200.00	\$185.00	\$175.00	\$153.00	\$142.00
H: 4.858 x 4.08 V: 2.353 x 8.31					
1/4 Page	\$292.00	\$265.00	\$253.00	\$225.00	\$205.00
H: 4.858 x 6.19 V: 2.353 x 12.55					
1/2 Page	\$568.00	\$513.00	\$475.00	\$420.00	\$385.00
H: 9.866 x 6.19 V: 4.858 x 12.55					
3/4 Page	\$810.00	\$715.00	\$675.00	\$595.00	\$540.00
H: 9.866 x 9.29 V: 7.362 x 12.55					
Full Page	\$1,025.00	\$950.00	\$875.00	\$805.00	\$750.00
9.864 x 12.55					

SPECIALTY PRICING

GUARANTEES

Inside Cover	+20%
Contents page	+10%
Full center	+10%
Outside Back Cover	+20%
Preferred Positioning	+10%

INSERTS

Pre-printed flyer insertion	.10 each
Cover Sticker	\$1,200.00

COLOR

One color plus black	+10%
Two colors plus black	+20%
Full color	+30%

*We do of course hope you'll include us in your advertising plans.
 Sorry, but we do not offer Ad Agency discounts.*

1206 Coast Village Circle, Ste H, Montecito, CA 93108
 805.565.1860 • 805.969.6654 (FAX)

Montecito

JOURNAL 2017

DEADLINE CALENDAR

1206 COAST VILLAGE CIRCLE • STE. H • MONTECITO, CA 93108 • (805) 565.1860

January

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

: SPACE DEADLINE
 : PRINT DAY
 : CAMERA READY
 : EARLY PRINT

Business Name: _____

Contact Name: _____

Billing Address: _____

City / State / Zip: _____

Phone / FAX: _____

Email Address: _____

This will serve as a contract between *Montecito Journal* and the above-named advertiser.

With this agreement I am committing to run a display advertisement in *Montecito Journal* beginning from _____.

I understand I will be able to change the size of my ad, but the rate will be at the rate in place at the time of such change in size for the same frequency (i.e. if I have committed to advertise at the 13x rate, I would still qualify for the 13x rate, but at the rate then current, and not, if different, at the rate prevailing at the signing of this contract.) I understand also that if I decide to discontinue advertising before the term of this contract is up, my rate will revert, and be billed retroactively, to whatever length of time I actually advertised (i.e. if I have committed to 13x and pull my advertising after 3 issues, my rate will revert to the one-time rate for the three previous ads. I agree to those terms, and agree to pay the difference, when billed accordingly.)

I intend such advertising to be _____ (size)

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

<i>Initial fee due upon signing:</i>	
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: _____