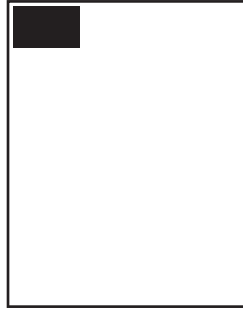


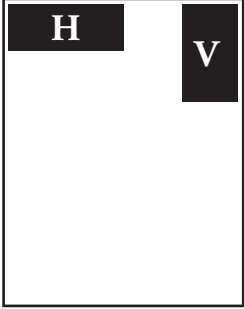
PER COLUMN INCH



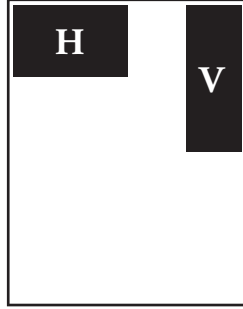
BUSINESS CARD



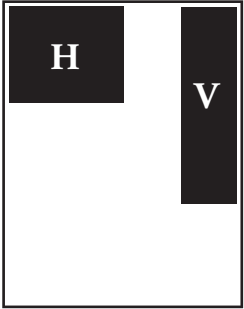
1/12 PAGE



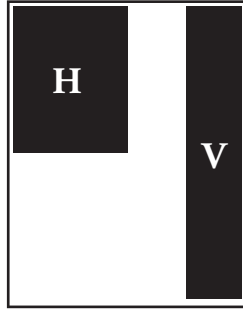
1/8 PAGE



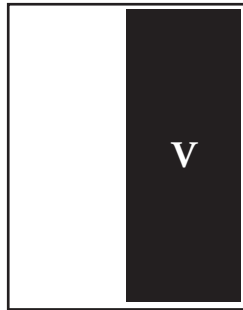
1/6 PAGE



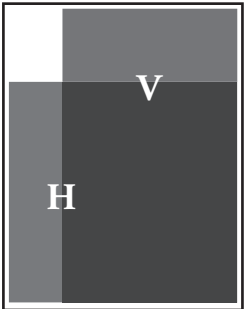
1/4 PAGE



1/2 PAGE



3/4 PAGE



**Readership Snapshot**

.....

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

# Montecito JOURNAL

**Tanis Nelson**  
*Advertising*

805.689.0304 • tanis@montecitojournal.net

Published Every Wednesday

## 2017 ADVERTISING RATES

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

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: \_\_\_\_\_