

Santa Barbara  
**SEASONS**  
 CELEBRATING LOCAL LIFE & CULTURE

## 2010 publishing schedule

**Spring** march/april/may

Space closing & Ad material deadline: **January 8** | On newsstand: March 2

**Summer** june/july/aug

Space closing & Ad material deadline: **April 2** | On newsstand: June 1

**Fall** sept/oct/nov

Space closing & Ad material deadline: **July 9** | On newsstand: September 3

**Winter** dec/jan/feb

Space closing & Ad material deadline: **October 1** | On newsstand: December 3

## 2010 advertising rates

Ad Size	1x	4x contract
Full page	\$3,935	\$3,276
2/3 vertical	\$3,145	\$2,620
1/2 horizontal	\$2,515	\$2,090
1/3 page	\$1,638	\$1,313
Source	\$550	\$500

**Back Cover: \$4,830 | Inside Front Cover: \$4,620**

**Page 1: \$4,410 | Inside Back Cover: \$4,200**

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