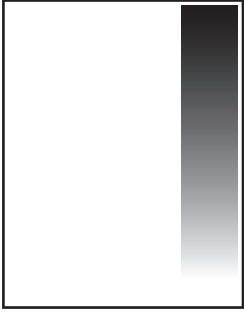
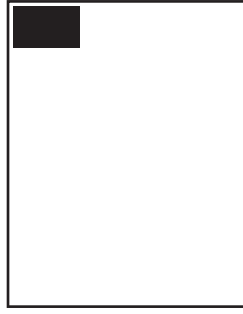


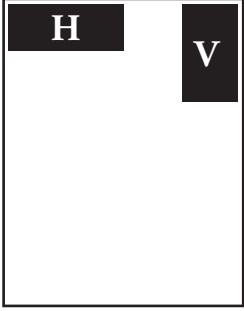
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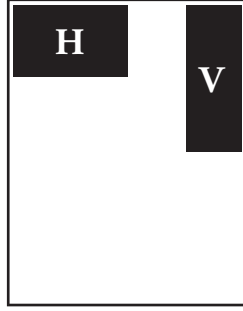
BUSINESS CARD



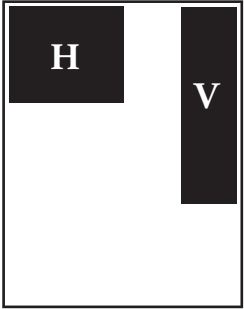
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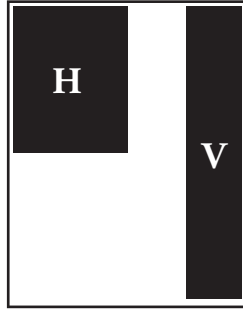
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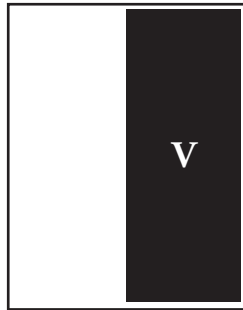
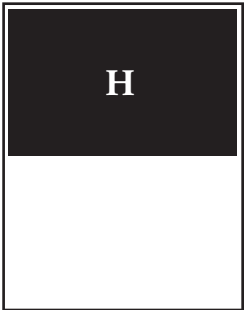
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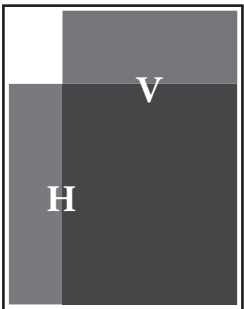
1/4 PAGE



1/2 PAGE



3/4 PAGE



**Readership Snapshot**

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

# Montecito JOURNAL

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

Published Every Wednesday  
**2018 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		INSERTS	
Inside Cover	+20%	Pre-printed flyer insertion	.10 each
Contents page	+10%	Cover Sticker	\$1,200.00
Full center	+10%	<b>COLOR</b>	
Outside Back Cover	+20%	One color plus black	+10%
Preferred Positioning	+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.*

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