



2017 ADVERTISING RATES
 Call Shana DeLeon 805-350-3148

Frequency	1X	2X**	4X	13X	26X	TOTAL
Print Ad Size						
Per Col. Inch	32	28	25.25	21.75	18	
1/12 V - 2.5" X 4" H - 4.875" X 2"	150	140	125	115	100	
1/8 V - 2.5" X 6" H - 4.875" X 3"	200	185	172	160	145	
1/6 V - 2.5" X 8" H - 4.875" X 4"	280	235	220	195	180	
1/4 V - 2.5" X 12" H - 4.875" X 6"	450	400	380	357	330	
1/2 V - 4.875" X 12" H - 10.875" X 6"	798	750	722	699	650	
Full Page	1295	1170	1067	975	850	
Cover Ad	675	624	600	575	544	
Business Directory	N/A	N/A	N/A	75	60	
Banner AD 2" X 10.875"	500	450	450	400	380	

Pick Up Rate

Call for agency rates - commissionable rates apply to agency ad sales
 No charge for four color

Stickers

Want to have the most exposure? Our Stickers are the way to go! Rates are \$1200 and includes printing full color as well as black and white text on the back side! Deadline is two weeks prior to print for artwork and reservation!

Inserts

Open rate \$650 for a single sheet 8.5"x11" and \$850 for a 11"x17" folded 4-page magazine.

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ads@santaynezvalleystar.com

Nonprofits Discounts

The Santa Ynez Valley Star offers a 20% discount for all 501c3 organizations!

Advertising Artwork

The experienced graphic design staff can build your digital and print ads at no charge! Deadline to turn in artwork is two weeks before your ad is scheduled to run. If it's camera ready to our specific sizes, you can email it a week before scheduled run.

Placement

Specific page position is guaranteed with a 15% placement charge with a minimum ad size of 1/4 page. Back page is 20% additional charge

Readership - We are free to all readers and our paper is designed to keep around as we have amazing stories, photographs as well as an extensive events section people refer to throughout the month!

Website Stats - provided by Google Analytics

We are averaging 9,000 hits per month and 42% of those are returning visitors! Most of our visitors are in the United States, however we are gaining popularity worldwide with visitors from United Kingdom, Canada, Brazil, Germany, Japan, Italy, Australia and China!

Survey Results from Survey Monkey

86% female

Average age is 30-39

Education level college level degree or higher 75%

Reaction Very Positive 94%

96% readers shop locally owned businesses with 25% of those shopping more than 5 times a month

50% readers dine at local restaurants more than once a week and 50% 2-3 month

Feedback -

~~ Kudo's to the editor and her staff for such a positive local news paper...

Thrilled to have a local focus paper where we can open the pages to see friends, neighbors and local news. Thank you!

~~ Great addition. Finally some real valley news. Would love to see it come out more often

~~ Appreciate that you are doing a monthly publication which gives time to get some more in depth stories. More difficult to do with a weekly publication. Quality stories and advertising! Thank you!

The Santa Ynez Valley Star is a member of the National Newspaper Association, California Newspaper Publishers Association, Radio Television Digital News Association (RTDNA)

ONLINE ADVERTISING RATES

Frequency	Per Week for 2 Weeks	1 Month
Online Ad Size		
Leaderboard	300	1100
Footboard	425	750
Big Box 300X600	375	650
Small Box 300X250	275	550