



Santa Ynez Valley Star

RATES & MECHANICAL SPECIFICATIONS



2021

To advertise, contact:
ads@santaynezvalleystar.com

Distribution & Circulation

Santa Ynez Valley Star publishes bi-monthly on the first and third Tuesday of the month in Ballard, Buellton, Los Alamos, Los Olivos, Santa Ynez, Solvang, as well as Arroyo Grande, Carpinteria, Goleta, Lompoc, Montecito, Orcutt, Santa Barbara, Santa Maria, and Vandenberg Air Force Base.

Circulation is 10,000 per issue
Reach is 21,000.

Sticker/Sticky Note Ads

Want to have the most exposure?
Our Stickers are the way to go.
Rate is \$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"
\$850 for a 11"x17" folded 4-page magazine.

Nonprofit Discounts

The Santa Ynez Valley Star offers a 20% advertising discount for 501c3 organizations.

Advertising Artwork

Our experienced graphic design staff will build your digital and print ads at no charge.

Deadline for materials for "PubSet" (publication set) ads (logos, photos, and copy) is two weeks prior to the scheduled run of your ad. Ads turned in after deadline can be denied or charged a late charge.

Camera-Ready Ads

If you would like to supply us with a camera-ready advertisement, we must receive it one week before scheduled run. Camera-ready ads must be supplied in one of the following formats: PDF (with fonts embedded), JPG (minimum 200 dpi and to size of scheduled ad), TIF (minimum 200 dpi and to size of scheduled ad), and EPS (Fonts outlined, minimum 200 dpi and to size of scheduled ad).

Ads not supplied properly may be considered PubSet ads and will be late if not turned in by appropriate PubSet deadline.

Advertising Proofs

All advertisements are proofed to the customer. Customers are permitted THREE (3) changes/corrections with proofs as long as they are received within deadlines. Excessive changes/proofs will be charged at a rate of \$25.00 for each proof.

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.

Website Stats

Google Analytics
Average 32,000 hits/month, 71 percent are returning visitors. Most hits come from the United States, but gaining popularity worldwide with visitors from United Kingdom, Canada, Brazil, Germany, Japan, Italy, Australia and China.

SurveyMonkey Results:

- 86% female
- Average age is 30-39
- 75% college degree or higher
- 94% reaction Very Positive
- 96% readers shop locally-owned businesses with 25% shopping five times a month or more.
- 50% readers dine at local restaurants more than once a week and 50% two to three times a month.

ADVERTISING RATES

FREQUENCY PRICING	1 Time (price/run)	2 Times** (price/run)	4 Times (price/run)	12 Times (price/run)	24 Times (price/run)
PER COLUMN INCH	\$35	\$30	\$27.5	\$23.75	\$20
1/12 Page	\$162	\$151	\$130	\$125	\$110
1/8 Page	\$255	\$225	\$211	\$192	\$175
1/4 Page	\$432	\$410	\$380	\$365	\$325
1/2 Page	\$851	\$810	\$775	\$750	\$702
Full Page	\$1,398	\$1,260	\$1,150	\$1,053	\$918
COVER Banner Ad	\$700	\$655	\$600	\$575	\$544
Regular Banner Ad	\$525	\$475	\$450	\$425	\$380
Business Directory	\$75	\$75	\$75	\$60	n/a
Full Back Page	\$1,398 +20%	\$1,260 +20%	\$1,150 +20%	\$1,053 +20%	\$918 +20%
Sticker/Sticky Notes	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Inserts (8.5x11/11x17)	\$650/\$850	\$650/\$850	\$650/\$850	\$650/\$850	\$650/\$850
Direct Mail & Radio	CALL ADVERTISING DIRECTOR FOR QUOTE				

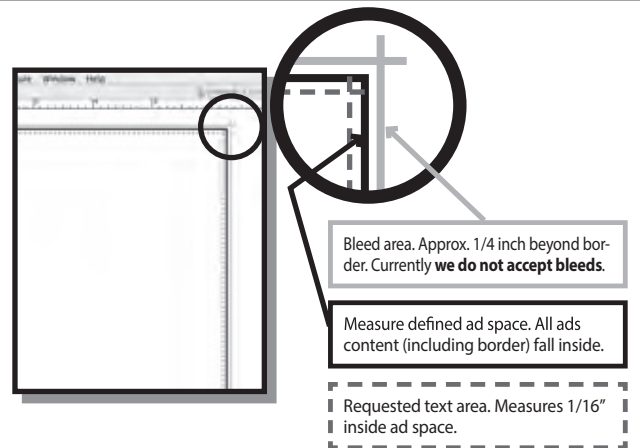
** Pick-up Rate. Call for agency rates. Commissionable rates apply to agency ad sales. No charge for full color. Other sizes may be available at open rate.

MECHANICAL SPECIFICATIONS

Camera-ready ads are accepted and must be received one week prior to scheduled run.

- Ads must be to size and contain NO bleeds, crop marks, color bars or other markings. Any markings found outside the border will be deleted.
- All ads must be to size and be at least 200 dpi.
- **Accepted formats:** PDF (with fonts embedded, minimum 200 dpi), JPG (to size and a minimum of 200 dpi), TIFF (to size and a minimum of 200 dpi), PNG (to size and a minimum of 200 dpi), EPS (Fonts outlined, to size and a minimum of 200 dpi).

Print advertisement boundaries



Formats NOT ACCEPTED: Microsoft Publisher, Corel Draw or other non-industry standard software. If one of these are used, please save file as a PDF with above specifications. If this is not possible, please provide a hard copy of the art, any art used withing the ad and a font list. Ads will have to be reconstructed in house. This may incur a possible charge.

- Ads not supplied properly may be considered "PubSet" ads and will be considered late if not turned in by appropriate PubSet deadline. If you are unsure whether or not your ad meets accepted requirements, please contact the Advertising Director (ads@santaynezvalleystar.com) or the Production Director (design@santavalleyynyezstar.com).

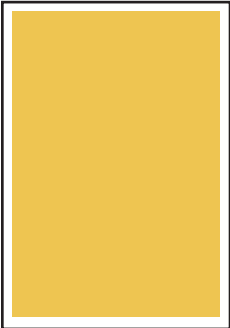
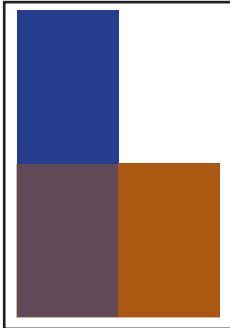
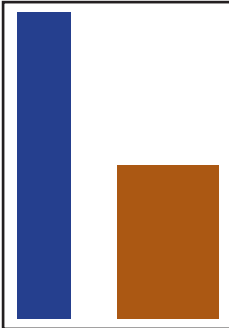
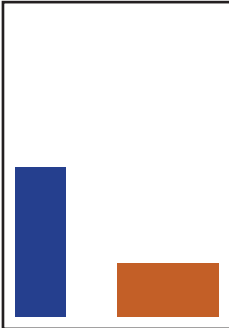
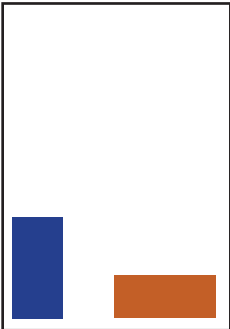
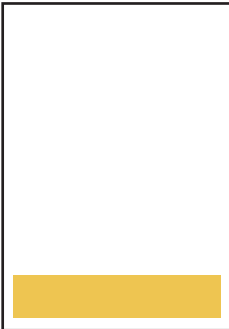
All artwork, layouts, or other material created by Santa Barbara Family & Life Magazine or the Santa Ynez Valley Star in connection with the publication of any advertisement, whether at the specific direction of the advertiser, the agency or as made necessary to conform to the advertising copy specifications of the Santa Barbara Family & Life Magazine or the Santa Ynez Valley Star, shall belong solely to the Santa Barbara Family & Life Magazine and the Santa Ynez Valley Star without regard to whether any additional fee is charged for providing such material or any service associated with creation of any layout, artwork, or the like. It is specifically agreed between the publisher and the advertiser that all copyright or similar rights in such artwork, layout, or similar material shall belong to the publisher.

When the advertiser approves any proof copy of advertising, the publisher shall not be liable for the return of any charges made in connection with publication, if the publication contains errors or omissions, or if errors occur on changes made on proofs. No proofs will be shown on advertising materials submitted after publisher's deadlines. A composition charge may be billed for excessive changes of original copy or layout, and for advertising material prepared for publication that is not used.

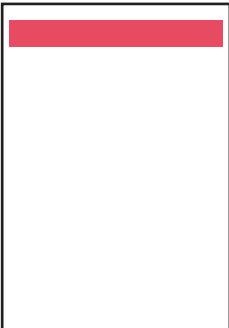
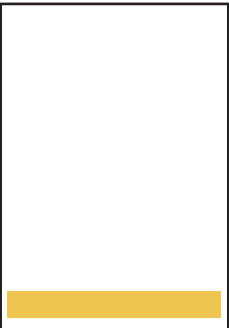
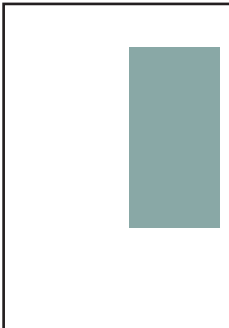
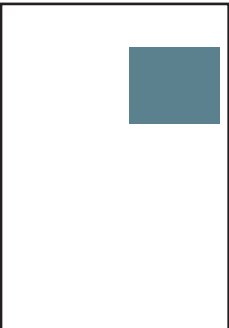
ADVERTISING DIMENSIONS

PRINT AD SIZES

All dimensions are in inches and written with width measure first, then height (2 x 4 would be 2 inches wide by 4 inches high)

				
	Full Page	1/2 Page	1/4 Page	1/8 Page
Advertising dimensions in inches	10.1875 x 12.25	Vertical 4.875 x 12.25 Horizontal 10.1875 x 6	Vertical 2.5 x 12.25 Horizontal 4.875 x 6	Vertical 2.5 x 6 Horizontal 4.875 x 3
			Advertisements may be proofed by email or hardcopy. Emailed proofs will be in PDF format and are viewable with Adobe Acrobat Reader. Corrections must be emailed back or called into sales department by listed proof deadline. Santa Barbara Family & Life Magazine and the Santa Ynez Valley Star do not guarantee proofs. Recomposition or major changes to any advertisement requiring a complete makeover may incur charge. Advertising and Production Services (art, design and pagination) are available Monday through Friday from 8:30 a.m. to 6:00 p.m. A&P Services may be available some weekends.	
	1/12 Page	Banner Ads		
Advertising dimensions in inches	Vertical 2.5 x 4 Horizontal 4.875 x 2	10.1875" X 2"		

ONLINE AD SIZES

				
	Leaderboard (Online)	Footboard (Online)	Big Box (Online)	Small Box (Online)
SIZE IN PIXELS	728px x 90px	728px x 90px	300px X 600px	300px X 250px
THE PRICE LISTED IS PER WEEK				
2 WEEK RUN	\$425	\$300	\$375	\$275
1 MONTH RUN	\$1,100	\$750	\$650	\$550
All dimensions are in pixels and written with width measure first, then height (300 x 600 would be 300 pixels wide by 600 pixels high)				

Advertisements should be supplied to size, minimum 96 dpi and in RGB.

Animated ads are not accepted at this time.

Please contact the advertising director with questions.

Santa Ynez Valley Star

2021 Calendar

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						

JAN A - New year's & fitness/

health & family wellness

JAN B - Restaurant week

Jan 27 – Feb 2, 2019.

21-Martin Luther King Jr. Day

JULY

S	M	T	W	T	F	S
					1	2
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

JULY A - County Fair

JULY B - Senior living

4-Independence Day

FEBRUARY

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

FEB A - Valentine's day

FEB B - Presidents day & tax prep

2-Groundhog Day

14-Valentine's Day

18-President's Day

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				

AUG A - Back to school

AUG B - Summer Wrap Up

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
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			

MAR A - Women in business

MAR B - Home/garden/going green

SEPTEMBER

S	M	T	W	T	F	S
					1	2
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		

SEPT A - Danish days

SEPT B - Los Alamos days

2-Labor Day

APRIL

S	M	T	W	T	F	S
					1	2
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	

APR A - Easter preview (Easter is 21st)

APR B - Summer Camp Guide

1-April Fools' Day

14-Palm Sunday

15-Tax Day

19-Good Friday

21-Easter Sunday

22-Earth Day

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						

OCT A - Breast cancer awareness

OCT B - Fall activities/halloween

14-Columbus Day

31-Halloween

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					

MAY A - Mother's day & Shining students

MAY B - Memorial day & Graduation

5-Cinco de Mayo

NOVEMBER

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

NOVA - Nonprofit Guide

NOV B - Thanksgiving

11-Veterans Day

28-Thanksgiving Day

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			

JUNE A - Father's day

JUNE B - Independence day & adventure guide

14-Flag Day

16-Father's Day

DECEMBER

S	M	T	W	T	F	S
					1	2
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	

DECA - Gifts/holiday/small business Saturday

DEC B - End of year

23-Hanukkah

24-Christmas Eve

25-Christmas Day

26-Kwanzaa

TO ADVERTISE, CONTACT US AT ADS@SANTAYNEZVALLEYSTAR.COM

 Publish Dates  Ad Space/PubSet PM Deadline  Camera Ready Ads Deadline  Editorial Deadline