Since 1986, the Santa Barbara Independent has been required reading for the South Coast's active and sophisticated population. The Independent reaches more than 135,000 readers in Santa Barbara County each Thursday with in-depth news reporting, the most extensive calendar of local events, and the best arts and entertainment coverage in the region.

Although we have had a website since 1998, it wasn't until April, 2007 that we began our community news, arts, and entertainment portal, independent.com. Providing a thorough and up to date site for all things Santa Barbara, independent.com immediately became the area's most visited community website.

In 2013 we were again recognized as the Best Weekly Newspaper website in the United States, in a national contest sponsored by Editor & Publisher magazine. Our online audience has grown to be the largest in Santa Barbara county, twice as large as our nearest news competitor. But don’t take our word for it -- here’s a link to current online traffic rating services.

Our newspaper also was singled out in 2008 as one of “10 That Do It Right,” of newspapers leading in innovation and adaptation, in another Editor & Publisher recognition.

The Independent was created from the merger of the Santa Barbara News & Review, a weekly paper consisting of politics and commentary founded in 1973, and The Weekly, an arts and entertainment publication with extensive listings. The merger created a unique voice for independent writers, critics, and involved citizens, and a go-to community resource for what-to-do in the county.

The Santa Barbara Independent is a true community newspaper with a market penetration higher than almost every other “alternative” weekly in the country. Our audited circulation of 40,000 copies exceeds the daily paper and any other publication in Santa Barbara County. Copies are picked up at more than 600 locations stretching from surf points at Rincon to the flower fields of Lompoc.

We are very proud of our support of community events, nonprofit charities, and public service advertisers. The Santa Barbara Independent is a major sponsor of the largest community events, including the Santa Barbara International Film Festival, Old Spanish Days, the Summer Solstice, and the Downtown Holiday Parade. Our underwriting covers the breadth of Santa Barbara activity -- from support of the Santa Barbara Triathlon to the Downtown Organization to outreach in the public school system. The paper is a major sponsor of UCSB intercollegiate sports, high school athletics and events, and the major theater companies in the region.

From its world-class art museum to its state-of-the-art zoological garden, Santa Barbara is a community committed to a rich and culturally diverse quality of life. Since its inception, the Santa Barbara Independent, has been here to celebrate and support that commitment.
**DEMOGRAPHICS**

**HOUSEHOLD INCOME**

- $100,000+ or higher: 33.2%
- $75-99,000: 16%
- $50-74,000: 19%
- $35-49,000: 10.1%
- $25-34,000: 9.4%
- Less than $25,000: 12.3%

**AGE**

- 21-34: 13.9%
- 35-49: 19.1%
- 50-54: 13.0%
- 55-64: 27.2%
- 65+: 26.4%

**GENDER**

- Male: 37.2%
- Female: 62.8%

**LOYALTY**

- 100,000 people read *The Independent* per week
- 82% of readers read 3 or more issues per month
- 70% have read all 4 of the last 4 issues

**MARKET PENETRATION**

- 62% of all residents in Southern Santa Barbara County read *The Independent*

**CONSUMERS**

- 69% of readers say *The Independent* influences their purchasing decisions

**EDUCATION**

- More than 75% of *Independent* readers have a college or post graduate degree.

**DECISION MAKERS**

- 88% of *Independent* readers are registered voters
- 80% are business owners or professionals
- 60% are homeowners

Verified Audit Circulation, 2013
REACH

PRINT DISTRIBUTION

Santa Barbara 23,620
(including Downtown)
Goleta 8,900
(including Isla Vista)
Montecito 3,312
Santa Ynez Valley 2,203
(Lompoc, Buellton, Santa Ynez, Los Olivos, Solvang, Los Alamos)
Carpinteria/Summerland 2,000
Ojai/Ventura 465
TOTAL: 40,500

# OF LOCATIONS

782

AVERAGE WEEKLY RETURN RATE

3.3%

DEMAND BASED CIRCULATION

The Santa Barbara Independent is a free weekly paper widely distributed in SB County. Our readers are actively seeking out and picking up our paper every week.

DIGITAL

SOCIAL MEDIA

@sbindependent 37,000+ likes
@sbindependent 10,000+ followers
@SBIndpndnt 19,000+ followers

WEB

382,000+ visits per month
216,000+ absolute unique visitors
661,000+ pageviews per month
Source: Google Analytics

Verified Audit Circulation, 2016

- Monthly Averages 2016
## PRINT AD RATES

### STANDARD RATES

<table>
<thead>
<tr>
<th>AD NAME</th>
<th>COLUMN INCHES</th>
<th>DIMENSIONS</th>
<th>OPEN</th>
<th>8 ads*</th>
<th>13 ads*</th>
<th>26 ads*</th>
<th>52 ads*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page†</td>
<td>62.5in.</td>
<td>9.375&quot; x 12.5&quot;</td>
<td>1,895</td>
<td>1,610</td>
<td>1,516</td>
<td>1,421</td>
<td>1,298</td>
</tr>
<tr>
<td>5x9</td>
<td>46.65in.</td>
<td>9.375&quot; x 9.333&quot;</td>
<td>1,540</td>
<td>1,309</td>
<td>1,231</td>
<td>1,155</td>
<td>1,057</td>
</tr>
<tr>
<td>3x12</td>
<td>37.5in.</td>
<td>5.541&quot; x 12.5&quot;</td>
<td>1,234</td>
<td>1,050</td>
<td>988</td>
<td>927</td>
<td>847</td>
</tr>
<tr>
<td>Half Page (1/2 Horizontal)</td>
<td>31.25in.</td>
<td>9.375&quot; x 6.167&quot;</td>
<td>1,020</td>
<td>866</td>
<td>815</td>
<td>765</td>
<td>700</td>
</tr>
<tr>
<td>Half Page (1/2 Vertical)</td>
<td>31.25in.</td>
<td>4.583&quot; x 12.5&quot;</td>
<td>1,020</td>
<td>866</td>
<td>815</td>
<td>765</td>
<td>700</td>
</tr>
<tr>
<td>Junior Page (JR)</td>
<td>28in.</td>
<td>5.541&quot; x 9.333&quot;</td>
<td>924</td>
<td>785</td>
<td>740</td>
<td>693</td>
<td>634</td>
</tr>
<tr>
<td>2x12</td>
<td>25in.</td>
<td>3.667&quot; x 12.5&quot;</td>
<td>829</td>
<td>704</td>
<td>663</td>
<td>622</td>
<td>569</td>
</tr>
<tr>
<td>3x8</td>
<td>24.75in.</td>
<td>5.541&quot; x 8.25&quot;</td>
<td>828</td>
<td>703</td>
<td>662</td>
<td>621</td>
<td>568</td>
</tr>
<tr>
<td>3x6</td>
<td>18.66in.</td>
<td>5.541&quot; x 6.167&quot;</td>
<td>625</td>
<td>531</td>
<td>500</td>
<td>469</td>
<td>431</td>
</tr>
<tr>
<td>2x9</td>
<td>18.66in.</td>
<td>3.667&quot; x 6.167&quot;</td>
<td>625</td>
<td>531</td>
<td>500</td>
<td>469</td>
<td>431</td>
</tr>
<tr>
<td>2x8</td>
<td>16.5in.</td>
<td>3.667&quot; x 8.25&quot;</td>
<td>565</td>
<td>480</td>
<td>451</td>
<td>423</td>
<td>386</td>
</tr>
<tr>
<td>Quarter Page (1/4)</td>
<td>15.42in.</td>
<td>4.583&quot; x 6.167&quot;</td>
<td>524</td>
<td>445</td>
<td>419</td>
<td>393</td>
<td>359</td>
</tr>
<tr>
<td>1x12</td>
<td>12.5in.</td>
<td>1.75&quot; x 12.5&quot;</td>
<td>423</td>
<td>360</td>
<td>338</td>
<td>318</td>
<td>289</td>
</tr>
<tr>
<td>Fifth Page (1/5)</td>
<td>12.33in.</td>
<td>3.667&quot; x 6.167&quot;</td>
<td>420</td>
<td>356</td>
<td>336</td>
<td>314</td>
<td>287</td>
</tr>
<tr>
<td>3x4</td>
<td>12.13in.</td>
<td>5.541&quot; x 4.042&quot;</td>
<td>414</td>
<td>352</td>
<td>332</td>
<td>310</td>
<td>286</td>
</tr>
<tr>
<td>1x9</td>
<td>9.33in.</td>
<td>1.75&quot; x 9.333&quot;</td>
<td>315</td>
<td>268</td>
<td>253</td>
<td>237</td>
<td>216</td>
</tr>
<tr>
<td>3x3</td>
<td>9in.</td>
<td>5.541&quot; x 3.00&quot;</td>
<td>303</td>
<td>258</td>
<td>243</td>
<td>228</td>
<td>208</td>
</tr>
<tr>
<td>1x8</td>
<td>8.25in.</td>
<td>1.75&quot; x 8.25&quot;</td>
<td>286</td>
<td>243</td>
<td>229</td>
<td>214</td>
<td>197</td>
</tr>
<tr>
<td>Small Square (SS)</td>
<td>8.08in.</td>
<td>3.667&quot; x 4.042&quot;</td>
<td>278</td>
<td>237</td>
<td>222</td>
<td>208</td>
<td>189</td>
</tr>
<tr>
<td>1x6</td>
<td>6.16in.</td>
<td>1.75&quot; x 6.167&quot;</td>
<td>214</td>
<td>183</td>
<td>172</td>
<td>161</td>
<td>148</td>
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<tr>
<td>Big Business Card (BBC)</td>
<td>6in.</td>
<td>3.667&quot; x 3.00&quot;</td>
<td>206</td>
<td>175</td>
<td>165</td>
<td>154</td>
<td>140</td>
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<tr>
<td>1x4</td>
<td>4.04in.</td>
<td>1.75&quot; x 4.042&quot;</td>
<td>146</td>
<td>124</td>
<td>117</td>
<td>110</td>
<td>100</td>
</tr>
<tr>
<td>1x3</td>
<td>3in.</td>
<td>1.75&quot; x 3.00&quot;</td>
<td>108</td>
<td>92</td>
<td>86</td>
<td>81</td>
<td>75</td>
</tr>
</tbody>
</table>

* Ads run in consecutive weeks  † Full Page with bleed specs available upon request

### ADD ONS

#### COLOR

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 to FP</td>
<td>+285</td>
</tr>
<tr>
<td>2x9 to JR</td>
<td>+200</td>
</tr>
<tr>
<td>1x8 to 2x8</td>
<td>+160</td>
</tr>
<tr>
<td>1x3 to SS</td>
<td>+100</td>
</tr>
</tbody>
</table>

#### GUARANTEED POSITION

Guaranteed position is available as space permits. A 25% guaranteed placement fee applies.

## YEARLY BULK RATES

Bulk rates are provided for advertisers who have indefinite scheduled or seasonal budgets and cannot accommodate our weekly or every-other-week frequency schedules.

<table>
<thead>
<tr>
<th>COLUMN INCHES</th>
<th>PRICE/COL. IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,500&quot; +</td>
<td>16.95</td>
</tr>
<tr>
<td>2,000&quot; up to 3,499&quot;</td>
<td>19.18</td>
</tr>
<tr>
<td>1,375&quot; up to 1,999&quot;</td>
<td>20.48</td>
</tr>
<tr>
<td>850&quot; up to 1,374&quot;</td>
<td>22.66</td>
</tr>
<tr>
<td>550&quot; up to 849&quot;</td>
<td>23.82</td>
</tr>
<tr>
<td>375&quot; up to 549&quot;</td>
<td>26.36</td>
</tr>
<tr>
<td>250&quot; up to 374&quot;</td>
<td>27.48</td>
</tr>
<tr>
<td>150&quot; up to 249&quot;</td>
<td>28.95</td>
</tr>
<tr>
<td>75&quot; up to 149&quot;</td>
<td>30.21</td>
</tr>
</tbody>
</table>

All guidelines published in our Contract Terms and Conditions apply to these Yearly Bulk Rates. The Publisher reserves the right to cancel these contracts at any time due to lack of timely payment, perceived inability to fulfill contract terms, or any other cause. Effective 1/1/2017

## AGENCY RATES

The Open rate, 8-ad rate, and the bulk rates up to 849 inches are commissionable at 15% to recognized agencies. Color, placement fees, and any other additional charges are not commissionable.

## NONPROFITS

We gladly offer a 20% discount to all nonprofit organizations, which is equivalent to the 13-time rate.
**PRINT AD SPECS**

### FILE FORMATS

**Preferred file format: PDF**
Files should be vectorized and exported from their native program preserving all editing capabilities. All other file formats submitted will be converted to PDFs prior to placement.

**Acceptable formats: EPS, AI, PSD, IDML**
For optimal results, files must have their components embedded and fonts outlined. IDML files must include all packaged components.

**Acceptable formats (not recommended):**
JPG, TIFF, Microsoft Word, Apple Pages
Files will be converted to the best of our abilities and are subject to conversion anomalies. We are unable to accept Microsoft Publisher files of any kind.

### COLOR

**Color profile: CMYK (US Web Uncoated v2)**
All files submitted should use the CMYK color space and tagged with the color profile U.S. Web Uncoated v2. Files submitted with the incorrect color profile or color space (RGB, Spot, LAB, indexed, or other embedded profiles) will be converted and are subject to conversion anomalies.

**Rich Black (4-color black)**
Avoid using 4-color black and gray for text when printing on newsprint as it increases the chances of registration shift, which will decrease the legibility of your text. RGB black automatically converts to 4-color black in CMYK.

**Reverse Type**
Reverse type should be avoided when using multiple color plates and should not be used with text at smaller than 10 points.

**Ink Density and Dot Gain**
Total ink density should not exceed 220%. Dot gain is 20%.

**Newsprint Cautions**
Printing on newsprint lends itself to color variation and anomalies. Please take note that the appearance of digital files can differ significantly from the final printed product.

### RESOLUTION

All image components should be minimum 150 dpi (300 dpi recommended). Ads submitted in a non-vectorized format should be at least 200 dpi.

### EXAMPLES

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FP</td>
<td>9.375” x 12.5”</td>
</tr>
<tr>
<td>5x9</td>
<td>9.375” x 9.333”</td>
</tr>
<tr>
<td>1/2 H</td>
<td>9.375” x 6.617”</td>
</tr>
<tr>
<td>1/2 V</td>
<td>4.583” x 12.5”</td>
</tr>
<tr>
<td>1/4</td>
<td>4.583” x 6.617”</td>
</tr>
<tr>
<td>3x12</td>
<td>5.541” x 6.617”</td>
</tr>
<tr>
<td>2x12</td>
<td>3.667” x 12.5”</td>
</tr>
<tr>
<td>3R</td>
<td>5.541” x 9.333”</td>
</tr>
<tr>
<td>2x9</td>
<td>3.667” x 9.333”</td>
</tr>
<tr>
<td>3x8</td>
<td>5.541” x 8.25”</td>
</tr>
<tr>
<td>2x8</td>
<td>3.667” x 8.25”</td>
</tr>
<tr>
<td>3x4</td>
<td>5.541” x 4.042”</td>
</tr>
<tr>
<td>3x3</td>
<td>3.667” x 3.00”</td>
</tr>
<tr>
<td>BBC</td>
<td>3.667” x 3.00”</td>
</tr>
<tr>
<td>3x4</td>
<td>5.541” x 4.042”</td>
</tr>
<tr>
<td>SS</td>
<td>1.667” x 4.042”</td>
</tr>
<tr>
<td>1x3</td>
<td>1.75” x 4.042”</td>
</tr>
<tr>
<td>1x2</td>
<td>1.75” x 12.5”</td>
</tr>
<tr>
<td>1x9</td>
<td>1.75” x 9.333”</td>
</tr>
<tr>
<td>1x8</td>
<td>1.75” x 8.25”</td>
</tr>
<tr>
<td>1x6</td>
<td>1.75” x 6.617”</td>
</tr>
<tr>
<td>1x4</td>
<td>1.75” x 4.042”</td>
</tr>
<tr>
<td>1x3</td>
<td>1.75” x 3.00”</td>
</tr>
</tbody>
</table>
CLASSIFIED RATES

DISPLAY ADS

<table>
<thead>
<tr>
<th>Size</th>
<th>OPEN</th>
<th>8 ads 10% discount</th>
<th>13 ads 15% discount</th>
<th>26 ads 20% discount</th>
<th>52 ads 25% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Column Inch (general)</td>
<td>28</td>
<td>25.20</td>
<td>23.80</td>
<td>21</td>
<td>18.20</td>
</tr>
<tr>
<td>Per Column Inch (employment)</td>
<td>25</td>
<td>22.50</td>
<td>21.25</td>
<td>18.75</td>
<td>16.25</td>
</tr>
</tbody>
</table>

*Color Ads are available for an additional $5 per inch.*

BUSINESS LINE ADS

<table>
<thead>
<tr>
<th>Size</th>
<th>OPEN</th>
<th>8 ads</th>
<th>13 ads</th>
<th>26 ads</th>
<th>52 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per line - 33 characters</td>
<td>4.50</td>
<td>4.05</td>
<td>3.83</td>
<td>3.38</td>
<td>2.93</td>
</tr>
<tr>
<td>Small Headline - up to 25 characters</td>
<td>$1/week</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large Headline - up to 20 characters</td>
<td>$2/week</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LOGOS/ARTWORK/PHOTOS FOR LINE ADS

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Max dimensions 1&quot; x 5&quot;</td>
<td>$10/week</td>
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</tbody>
</table>

PRIVATE LINE ADS

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per line - 33 characters</td>
<td>3.00</td>
</tr>
<tr>
<td>Small Headline - up to 25 characters</td>
<td>2.70</td>
</tr>
<tr>
<td>Large Headline - up to 20 characters</td>
<td>2.55</td>
</tr>
</tbody>
</table>

**DEADLINES**

Display Ads: Monday 12 noon
Line Ads: Tuesday 10 a.m.

**NON-PROFIT ORGANIZATIONS**

We will gladly extend a 20% discount to all nonprofit organizations.

**COLUMN SIZES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Picas</th>
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<tbody>
<tr>
<td>1 column</td>
<td>7p6</td>
</tr>
<tr>
<td>2 columns</td>
<td>15p9</td>
</tr>
<tr>
<td>3 columns</td>
<td>23p9</td>
</tr>
<tr>
<td>3.5 columns</td>
<td>28p3</td>
</tr>
<tr>
<td>4 columns</td>
<td>32p0</td>
</tr>
<tr>
<td>5 columns</td>
<td>40p0</td>
</tr>
<tr>
<td>6 columns</td>
<td>48p3</td>
</tr>
<tr>
<td>7 columns</td>
<td>56p3</td>
</tr>
</tbody>
</table>

**PRIVATE LINE ADS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 E. FIGUEROA STREET</td>
<td>SANTA BARBARA, CA 93101</td>
</tr>
<tr>
<td>805.965.5205</td>
<td>FAX 805.965.5518</td>
</tr>
</tbody>
</table>
independent.com is Santa Barbara’s leading source for daily and breaking news. We are the most trafficked site in Santa Barbara County per Comscore, Quantcast, and Alexa ratings. Find out WHO. WHAT. NOW! Every Day – All Day!

**STATISTICS**
Consistent Traffic Month to Month...

- **382,000+** VISITS PER MONTH
- **216,000+** ABSOLUTE UNIQUE VISITORS
- **661,000+** PAGEVIEWS PER MONTH

Get your business in front of thousands of area customers.
*Source: Google Analytics – Monthly Averages 2016*

**DISCOUNTS:**
- **8 WEEKS** 15%
- **12 WEEKS** 20%
- **26 WEEKS** 25%
- **52 WEEKS** 35%

**Acceptable Media:**
All ad cost includes design. If you would like to supply your own artwork, please use the following guidelines:
- .JPG, .GIF and Flash Media Accepted, up to 3-part .GIF and 3-loop Flash allowed
- Maximum File Size: 30k – non-flash; 40k for Flash, 72 dpi, RGB
- Effective 2017
The INDEPENDENT.COM DAILY NEWSLETTER is emailed to our 13,000+ subscriber list, loaded with the latest and greatest stories from Independent.com. It’s affordable, it’s direct, and it’s the way for you to reach these dedicated daily readers with your business. It’s the best way to stay on top of all the news, arts, entertainment, culture, and events happening in Santa Barbara. Our Subscribers want this news in their inbox, every day, and you can be there, too.

Visit independent.com/email to sign up!
PROMOTIONS

Turn our readers into your customers.
Want to know more about our readers? Create a custom contest!

PROMOTIONAL OPPORTUNITIES

- Sweepstakes
- Photo Contests
- Quizzes
- Surveys

PRICING:
starts at $1,800 + Prize

CONTEST BENEFITS

- Targeted email leads from entrants
- Opportunity to ask entrants 3-4 survey questions
- Opportunity to offer a thank-you coupon to entrants
- Prominently featured on the contest page and in all promotional materials including print, web, social, and newsletter

Our Promotions Newsletter brings contests, events, and promotions to our readers’ inboxes every week. Subscribe at independent.com/promos

PAST EXCLUSIVE PROMOTIONS:
Solar Power Quiz presented by Sunrun Solar
Fido’s Photo Contest presented by K-Nine Solutions
Grocery Giveaway presented by Tri-County Produce
COVER STICKY NOTES

A UNIQUE ADVERTISING OPPORTUNITY

COST: $2,500
Includes cost of printing the sticky note plus a quarter-page color print ad

SIZE: 3” x 3”

DEADLINE: Three weeks prior to the publication

ONLY ONE AVAILABLE PER PUBLICATION

YOUR AD MESSAGE HERE
INSERT RATES

PRICING

Inserts (minimum 4 pages) are available in each *Independent* issue. All inserts are stitched and trimmed into the center of the issue. Prices do not include design of the insert but quotes are available by request.

4 pages, newsprint ........................................ $4,000
   Additional 4 pages ................................... +2,000
   With color, 4 pages ..................................... +500

35# 80 Brite (“HiBrite”) ................................. $4,600
   Additional 4 pages ................................... +2,300
   With color, 4 pages ..................................... +500

50# Vellum (“book stock”) ......................... $5,500
   Additional 4 pages ................................... +3,000
   With color, 4 pages ..................................... +500

60# Glossy (“cover”) stock, 4 pages .......... $6,250
   Additional 4 pages ................................... +3,700
   With color, 4 pages ..................................... +500

SPECIFICATIONS

Sizing
Final Page Trim Size:  10.125” x 13.25”
Workable area within trim:  9.375” x 12.5”
Bleed (optional):  Add 0.25” all around
Center Spread Dimensions:
   trim size:  20.25” x 13.25” (121p6 x 79p6)
   safe zone:  19.5” x 12.5” (117p x 75p)

Color
All color elements must be four-color process (CMYK) and tagged with appropriate color profile (U.S. Web Uncoated v2), not RGB.

Overruns
Additional copies of inserts are available for purchase. Minimum 1,000 copies. Prices below are per 1,000.
   Newsprint  $250
   Hi-Brite    $105
   Vellum     $110

Resolution
All images and photos should be at least 200 dpi at 100%.

Acceptable Formats
For best reproduction, PDF or other vector-based files are recommended. Pixel-based files such as .TIF or .JPG are accepted, but not recommended. Native IDML files must be packaged.

Other
All text should be embedded or converted to outlines. Adobe InDesign and PDF templates, InDesign PDF export presets, and color profiles are available upon request to ensure proper PDF export.

Online Issue
To appear in our online issue, a 4-page (no spreads) web-optimized file must be provided. Export settings available upon request.
Bleed Zone
Trim Line
Live Area Margin

All text and critical graphic elements should be placed inside the live area. Any additional content that extends outside the live area must also extend through the bleed zone.

FINAL TRIM SIZE
10.125” x 13.25” (60p9 x 79p6)

LIVE AREA MARGIN
9.375” x 12.5” (56p3 x 75p0)
Margins are .375” (2p3) from the trim line

BLEED
Add 0.25” (1p6) on all sides

FINAL EXPORTED DOCUMENT SIZE
10.625” x 13.75” (63p9 x 82p6)

NOTE
Documents should be exported with the document bleed setting with no added printer marks.

TEMPLATES FOR INDESIGN, ILLUSTRATOR, AND PHOTOSHOP ARE AVAILABLE UPON REQUEST.
AWARDS

2017 ASSOCIATION OF ALTERNATIVE NEWSMEDIA

1st Place - Feature Story - The Kidnap Scam

2017 CNPA ADVERTISING EXCELLENCE

1st Place - Best Creative ROP Ad - Tri-County Produce
Best Multi-Color Ad - Nectar Restaurant
Best Niche Product: Non-Magazine - Real Estate section

2nd Place - Best Niche Product: Non-Magazine - Education Issue
Best Plus Advertising Idea - Locals' Brew Bracket

2017 CNPA BETTER NEWSPAPER CONTEST

1st Place - Non-Profile Feature Story - Transgender Life in Santa Barbara
Illustration - Vanilla Ice
Sports Action Photo - Sandspit Surf
Artistic Photo - Las Cumbres Observatory Global Telescope Network

2nd Place - Coverage of Business News - Is It High Time? Santa Barbara and the Pot Prop
Inside Page Layout & Design Tabloid - Community Arts Workshop, Staycation, and Nell Campbell
Agricultural Reporting - Following the Santa Barbara Wine Country Ordinance

2016 ASSOCIATION OF ALTERNATIVE NEWSMEDIA

1st Place - Editorial Layout - Taco Town

2016 CNPA ADVERTISING EXCELLENCE

Finalist - Best Color Ad - Paseo Nuevo Shopping Center
Best Promotional Ad Series - SB Independent Real Estate Section
Best Advertising Idea - SB Independent Real Estate Section

2016 CNPA BETTER NEWSPAPER CONTEST

1st Place - Agricultural Reporting - Flexing Muscles Over Mussels
Breaking News - Oil Spill
Business News - Game of Drones
Feature Story - Sharks Alive
Photo Illustration - Ashton Eaton at Westmont

2nd Place - Sports Feature - Shooting Star
Best Column - Angry Poodle