

# GREATEST REACH on the Central Coast



## Advertising Rate Card 2025-2026

Rates effective January 2025

Prudently serving the Central Coast community since 1882

**SANTA MARIA TIMES**

Local firefighters on scene  
Firefighters from across Santa Barbara County are helping fight fires in Los Angeles.

A good clip  
Cabrillo girls basketball tops Santa Ynez

PLENTY OF SUNSHINE 49°-58° MONDAY, JAN. 20 TUESDAY, JANUARY 21, 2025

**STRONGER WINDS THREATEN TO SPREAD WILDFIRES RAVAGING LA**

Los Angeles County officials are warning that stronger winds could spread wildfires in the region, as firefighters battle blazes in the San Gabriel Valley and San Bernardino County.

**SUPERVISORS OPEN 'NEW CHAPTER' ON CANNABIS INDUSTRY REGULATION**

San Luis Obispo County supervisors have opened a new chapter in the county's cannabis industry regulation, with a focus on public safety and community impact.

www.santamariatimes.com

YOUR HOMETOWN NEWSPAPER

**LOMPOC RECORD**

Fiery display  
Hundreds gather for annual tree burn to end Solvang Julefest.

Winning goal  
Biggest hoops score team moves to 10-1-2 with win over Cabrillo.

WEDNESDAY, JANUARY 8, 2025 | lompopocrecord.com | An edition of the Santa Maria Times

**CHRISTMAS TREE PICK UP THIS WEEK**

Residents are encouraged to bring their Christmas trees to the designated drop-off locations in the community.

**AIR FORCE INVITES PUBLIC COMMENT ON SPACEX LAUNCH EXPANSION**

The Air Force is seeking public input on the proposed expansion of the Space Launch Complex 45 in California.

**ANTICIPATED PROJECT TIMELINE**

A timeline diagram showing the progression of various projects from planning to completion.

**FRINDS OF LIBRARY HOSTING WINTER BOOK SALE**

The Friends of the Lompoc Library are hosting a winter book sale to support the library's operations.

www.lompocrecord.com

Santa Ynez VALLEY NEWS

A Walk through the Cypress  
Cross the threshold - start the new year with a look at art.

A good clip  
Cabrillo girls basketball tops Santa Ynez

THURSDAY, JANUARY 16, 2025 | syvnews.com | An edition of the Santa Maria Times

**COLD SPRING BRIDGE DESIGNATED COUNTY HISTORIC LANDMARK**

The Cold Spring Bridge in Santa Ynez Valley has been designated a county historic landmark, recognizing its historical significance.

**SOLVING COUNCIL APPOINTS V. LOUISE SMITH TO DISTRICT 3 SEAT**

The Solvang Council has appointed V. Louise Smith to the District 3 seat, following a public hearing and selection process.

www.syvnews.com



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## LOCAL ADVERTISING RATES

Modular Ad Size	1-2x Rate	3x Rate	4-5x Rate	6x+ Rate
Full Page 6x21.25	\$1,890.00	\$1,417.50	\$1,323.00	\$1,134.00
Half Page 3x21.25 or 6x10.5	\$960.75	\$724.50	\$677.25	\$582.75
Quarter Page 3x10.5 or 6x5.25	\$488.25	\$370.12	\$346.50	\$299.25
Eighth Page 3 x 5	\$236.25	\$180.00	\$168.75	\$146.25
2 col x 5" = 10" ad	\$160.00	\$122.50	\$115.00	\$100.00
2 col x 3" = 6" ad	\$97.50	\$75.00	\$70.50	\$61.50
2 col x 2" = 4" ad	\$66.00	\$51.00	\$48.00	\$42.00

All grid rates include 10,000 online impressions and pricing is per run date. Prices apply to all publications. Monthly calendar applies to run frequency. Black and white – color available at rates indicated below.

### COLOR RATES

Ad Size 1" to 31.5"  
Add \$75.00

Ad Size 32" to 63"  
Add \$175

Ad Size over 63"  
Add \$250

Special  
Add \$100

### Front Page Strip Ads:

6 col (9.8889") x 3"

Main \$550.00

Local \$450.00

Sports/Comics \$400



### Masthead Ads:

Santa Maria Times \$800

All other publications \$450



### PREPRINT RATES:

#### Preprint Size

Single Sheet	\$34.00
4-8 page tab (2-4 std.)	\$40.00
8-16 page tab (4-8 std.)	\$52.00
20 page tab and larger	\$68.00

### PRINT & DELIVER RATES

Quantity	10,000	20,000
60 lb. paper	\$60 cpm	\$44 cpm
70 lb. paper	\$68 cpm	\$50 cpm
75 lb. paper	\$75 cpm	\$55 cpm

Deadline 21 working days prior to delivery date

### FRONT PAGE NOTES:

Publication	1 Sided	2 Sided	Faux
Santa Maria Times	\$550.00	\$575.00	\$500.00
Santa Ynez Valley News	\$300.00	\$325.00	\$300.00
Santa Ynez Valley Extra	\$725.00	\$750.00	\$500.00
Lompoc Record	\$450.00	\$475.00	\$300.00
Space Country Times	\$450.00	\$475.00	\$300.00



# GREATEST REACH on the Central Coast

## NATIONAL ADVERTISING RATES

15% commission to recognized agencies

## NATIONAL RETAIL RATE

\$25.00 per column inch

## NATIONAL CLASSIFIED RATE

\$19.00 per column inch

## NATIONAL POLITICAL RATE

\$20.00 per column inch

## PREPRINT RATES:

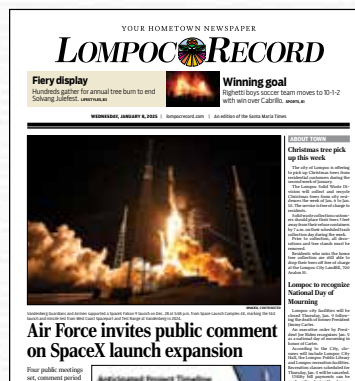
Preprint Size	All Publications
Single Sheet	\$40.00cpm
4-8 page tab (2-4 std.)	\$48.00cpm
8-16 page tab (4-8 std.)	\$65.00cpm
20 page tab and larger	\$80.00cpm

## LEGAL ADVERTISING RATES:

Publication	1 Run	2 Plus Runs
Santa Maria Times	\$2.58	\$1.96
Lompoc Record	\$1.86	\$1.39
Santa Ynez Valley News	\$2.92	\$2.82

### Other legal advertisements – multiple runs

	SMT	LR	SYVN
Order to show cause/name change	\$258.75	\$194.35	\$116.55
Notice of hearing	\$194.35	\$194.35	\$126.50
Summons	\$258.75	\$258.75	\$167.90
Petition to administer estate	\$426.65	\$263.35	\$162.90
Alcoholic beverages	\$167.90	\$167.90	\$77.62
Fictitious business name	\$80.50	\$80.50	\$80.50
Additional business name 1 week	\$5.18	\$5.18	\$5.18
Additional business name 4 weeks	\$11.50	\$11.50	\$11.50
Add logo	\$10.00	\$10.00	\$10.00



# GREATEST REACH on the Central Coast

## SPECIAL SECTION ADVERTISING RATES GLOSSY MAGAZINE

Santa Maria Times (SMT)  
Lompoc Record (LR)  
Santa Ynez Valley News (SY)



Publication	Double Truck	Back Pa.	Inside Bk/Frt	Full Pg.	Half Pg.	Qtr. Pg.	Eighth Pg.
SMT	\$2100.00	\$1350.00	\$1300.00	\$1200.00	\$900.00	\$500.00	\$300.00
LR/SYV	\$1700.00	\$1150.00	\$1100.00	\$1000.00	\$600.00	\$325.00	\$225.00
SMT/LR or SY	\$2100.00	\$1350.00	\$1300.00	\$1200.00	\$900.00	\$500.00	\$300.00
SMT/LR/SY	\$2500.00	\$1550.00	\$1400.00	\$1450.00	\$950.00	\$675.00	\$400.00

## SPECIAL SECTION ADVERTISING RATES NEWSPRINT TABLOID

Santa Maria Times (SMT)  
Lompoc Record (LR)  
Santa Ynez Valley News (SY)



Publication	Double Truck	Back Pa.	Inside Bk/Frt	Full Pg.	Half Pg.	Qtr. Pg.	Eighth Pg.
SMT	\$1350.00	\$750.00	\$700.00	\$650.00	\$400.00	\$250.00	\$150.00
LR/SYV	\$1350.00	\$750.00	\$700.00	\$650.00	\$400.00	\$250.00	\$150.00
SMT/LR or SY	\$1500.00	\$900.00	\$850.00	\$800.00	\$550.00	\$400.00	\$300.00
SMT/LR/SY	\$1800.00	\$1200.00	\$1150.00	\$1100.00	\$800.00	\$700.00	\$600.00

# GREATEST REACH on the Central Coast

## CLASSIFIED ADVERTISING RATES

### AUTO DEALERSHIP RATES

Full Page \$1290.00

*Includes 10,000 online impressions*

Half Page \$630.00

*Includes 5,000 online impressions*

### NOVENUS/ANNOUNCEMENTS

All Publications \$57.00

### LEGAL ADVERTISING RATES

*Rates per line for ads placed by and paid for by the city or county government: Trustees sale, lien sales and notice to creditors.*

<u>Publication</u>	<u>1 Run</u>	<u>2 Plus Runs</u>
Santa Maria Times	\$2.00	\$1.80
Lompoc Record	\$1.41	\$1.29
Santa Ynez Valley News	\$1.41	\$1.29

#### Other legal advertisements – multiple runs

	<b>SMT</b>	<b>LR</b>	<b>SYVN</b>
Order to show cause/name change	\$265.00	\$169.00	\$169.00
Notice of hearing	\$210.00	\$169.00	\$169.00
Summons	\$265.00	\$225.00	\$225.00
Petition to administer estate	\$410.00	\$229.00	\$229.00
Alcoholic beverages	\$100.00	\$100.00	\$100.00
Fictitious business name	\$100.00	\$100.00	\$100.00
Additional business name 1 week	\$4.50	\$4.50	\$4.50
Additional business name 4 weeks	\$10.00	\$10.00	\$10.00
<b>Add logo</b>	<b>\$10.00</b>	<b>\$10.00</b>	<b>\$10.00</b>



### OBITUARIES

#### Publication Set Up Fee Per line

Santa Maria	\$25.00	\$5.00
Lompoc	\$25.00	\$5.00
Santa Ynez	\$25.00	\$5.00

**Death Notice Liner \$8.00**

Photo: B/W \$20.00 • Color \$45.00

*Prices include online advertising*

# GREATEST REACH on the Central Coast

## ONLINE ADVERTISING RATES

**[santamariatimes.com](http://santamariatimes.com)**

Over 115,000 unique visitors  
per month!

**[lompocrecord.com](http://lompocrecord.com)**

Over 40,000 unique visitors  
per month!

**[syvnews.com](http://syvnews.com)**

Over 24,000 unique visitors  
per month!



### Edison (Digital Connection Plus)

2x3 print w/15k impressions	\$399/mo.
2x5 print w/20k impressions	\$599/mo.
3x5 print w/25k impressions	\$699/mo.
3x10 print w/50k impressions	\$1,299/mo.
6x10 print w/55k impressions	\$1,999/mo.
Full pg. print w/100k impressions	\$2,699/mo.

Product	Pixel Size	0-50k	51-100k	100k+
Leaderboard	728x90	\$18.00	\$15.00	\$10.00
Billboard	970x250	\$18.00	\$15.00	\$10.00
Big Ad	300x250	\$18.00	\$15.00	\$10.00
Reveal Ad	1920x600/800x250	\$25.00		
Email Blast		\$20.00		

**Event Targeting** \$500.00

Target Advertising	Minimum Per Month	Cost for 1-3 months
Minimum 150,000 impressions	50,000 impressions	\$1500.00
Minimum 300,000 impressions	100,000 impressions	\$3000.00
Minimum 600,000 impressions	200,000 impressions	\$6000.00



**FACEBOOK  
POSTS**

**1 day - 24 hours \$100**

**3 days - 72 hours \$175**

Limited to two posts per day