PRINT ADS

Local Rate:  
9.50 per column inch —  
Available to advertisers located in the Greater Santa Barbara County area.

Campus Rate:  
8.00 per column inch —  
Available to all UCSB Departments, clubs, organizations or student groups.

Non-Local Rate:  
10.50 per column inch —  
Available to all advertisers outside of the Greater Santa Barbara County area.

DIMENSIONS & STANDARDS

Advertisements are sold by the Column Inch. Each page is comprised of six columns (55p6) and is 19.5” tall. The Bottom Line is offset printed in full CMYK color. All artwork should be 300 DPI and provided as either CMYK or Grayscale.

Files should be high quality PDFs or JPEGs.

COLUMN SIZES

One Column: 1.40”
Two Columns: 2.97”
Three Columns: 4.54”
Four Columns: 6.11”
Five Columns: 7.68”
Six Columns: 9.25”

REMAINING PRINT DATES

October 21st
October 28th
November 4th
November 11th
November 18th
December 2nd

COMMON SIZES*

Ad Contracts

Contract rates are applicable to all Local, Non-Local, and Campus advertisers wishing to run their ad in 3 or more consecutive or non-consecutive issues of The Bottom Line.

Local Contract:  
8.75 per column inch —  
Available to advertisers located in the Greater Santa Barbara County area.

Campus Contract:  
7.00 per column inch —  
Available to all UCSB Departments, clubs, organizations or student groups.

Non-Local Contract:  
9.50 per column inch —  
Available to all advertisers outside of the Greater Santa Barbara County area.

Deadline for advertising is Monday by 12 p.m. to run an ad in The Bottom Line issue released on Wednesday morning.

*Half Page and Full Page Ads available by request