

# THE INDEPENDENT & ZION GUIDE

## 2021 MEDIA KIT

### CONTENT & DISTRIBUTION

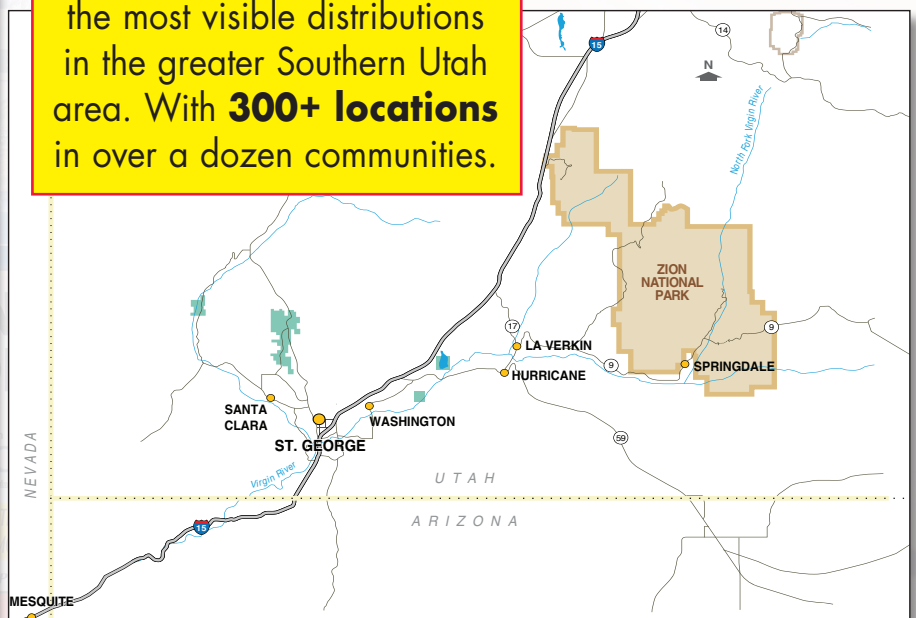
#### THE INDEPENDENT - CELEBRATING 25 YEARS!

**Southern Utah's premier entertainment guide, Since 1996.**

- Largest circulation of any newspaper or magazine in the greater Southern Utah area
- Arts, Music, Entertainment, Theater, Recreation & the most complete Calendar of Events
- Reaching 30,000 - 40,000 readers per month and distributed on the first Friday every month
- Numerous ad size options available & reaching a large & highly desirable demographic



The Independent has one of the most visible distributions in the greater Southern Utah area. With **300+ locations** in over a dozen communities.



**THE INDEPENDENT**  
— A Voice for Southern Utah —  
**SUINDEPENDENT.COM**

**THE INDEPENDENT & ZION GUIDE** are publications of Independent Publishing Company, Inc. of St. George, Utah.  
435-656-1555  
SUIndependent.com | ZionGuide.com

# THE INDEPENDENT & ZION GUIDE

# ADVERTISING RATES - 2021

## Monthly Display Advertising Rates

New Lower Rates - effective January 1st, 2021.

Size	1 Month Rate	4 Month Rate	8 Month Rate	12 Month Rate
<b>Oversized Full Page</b>	<b>1,400</b>	<b>1050</b>	<b>910</b>	<b>770</b>
<b>Full Page</b>	<b>1,050</b>	<b>790</b>	<b>685</b>	<b>580</b>
<b>3/4 Page</b>	<b>840</b>	<b>630</b>	<b>545</b>	<b>460</b>
<b>9/16 Page</b>	<b>735</b>	<b>550</b>	<b>480</b>	<b>405</b>
<b>Oversized Half Page</b>	<b>735</b>	<b>550</b>	<b>480</b>	<b>405</b>
<b>1/2 Page</b>	<b>625</b>	<b>470</b>	<b>405</b>	<b>345</b>
<b>3/8 Page</b>	<b>525</b>	<b>395</b>	<b>340</b>	<b>290</b>
<b>1/4 Page</b>	<b>370</b>	<b>280</b>	<b>240</b>	<b>205</b>
<b>3/16 Page</b>	<b>290</b>	<b>220</b>	<b>190</b>	<b>160</b>
<b>1/8 Page</b>	<b>210</b>	<b>160</b>	<b>135</b>	<b>115</b>
<b>1/16 Page</b>	<b>135</b>	<b>100</b>	<b>90</b>	<b>75</b>

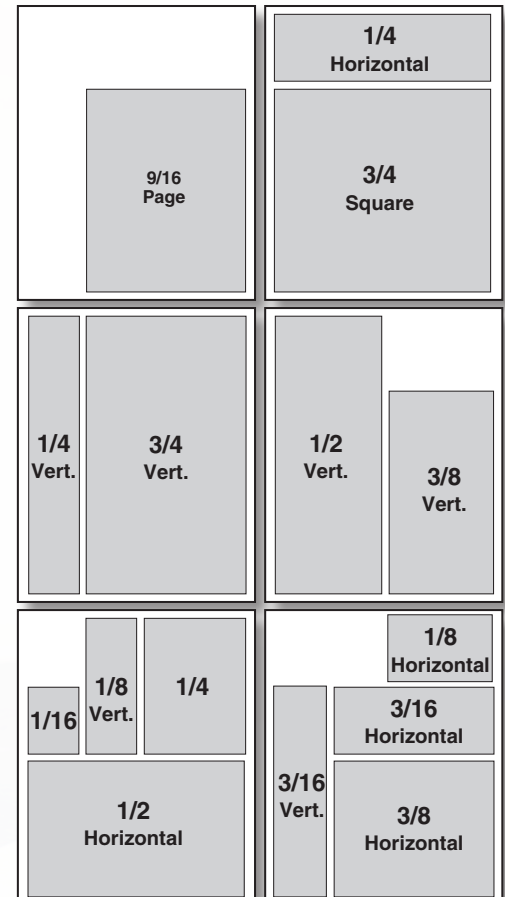
**DOWNTOWN ST. GEORGE SPOT, 2.5"w X 3"h ~ \$75 per month, 6X min. contract**

**SPRINGDALE or KANAB MAP, 1.625"w X 1.5"h ~ \$65 per month, 3.25"w X 1.5"h ~ \$100 per month, 6X min. contract**

All ad spaces are full color. We currently do not offer a discount for black & white ads.

### AD DIMENSIONS

Size (in Inches)	Width	Height
Full Page	10.25	12.25
3/4 Page Vertical	7.625	12.25
3/4 Page Square	10.25	9.125
9/16 Page	7.625	9.125
1/2 Page Vertical	5	12.25
1/2 Page Horizontal	10.25	6
3/8 Page Vertical	5	9.125
3/8 Page Horizontal	7.625	6
1/4 Page Vertical	2.375	12.25
1/4 Page	5	6
3/16 Page Vertical	2.375	9.125
3/16 Page Horizontal	7.625	2.875
1/8 Page Vertical	2.375	6
1/8 Page Horizontal	5	2.875
1/16 Page	2.375	2.875
BACK PAGE SPOT	1.875	1.875



### Advertorial/Native Advertising Options:

- Featured Event Calendar Listing ..\$150/Mo.**
- Main Image Front Cover ..... \$1800**
- Front Cover Cameo Spot ..... \$600**
- Non-Event Press Release..... \$300**
- Event Press Release ..... \$200**

# THE INDEPENDENT & ZION GUIDE

# DEADLINES & DISCLAIMERS

Founded in 1996, **The Independent** is Southern Utah's premier arts, music and entertainment publication. It is currently published the 1st Friday of each month. Circulation, as of January of 2019, has grown to over 21,000 copies distributed free each month, with an estimated readership of 35,000. It is available at over 300 locations throughout St. George, Washington, Ivins, Santa Clara, Cedar City, Beaver, Hurricane, La Verkin, Kanab and Springdale, Utah & Mesquite, Nevada.

## Placement

Placement can be guaranteed (when available) for an additional 10% charge.

## Ad Design

Graphic design is included, up to 1 hour. Additional time will be billed at \$50 per hour. Ads received digitally must be built to the specs on the next page & be 300dpi. PDF, Illustrator EPS (w/outlines) or InDesign 5.

## Deadlines

Ad placement and payment are due by 5 p.m. two Tuesdays before the first Friday of the month. The Independent reserves the right to accept or reject advertising submitted after deadline. No changes or cancellations may be made after deadline.

## Copy and Contract Regulations

The publisher reserves the right to refuse, edit, alter or omit any advertisements submitted for publication. All positions are at the option of the publisher unless guaranteed placement is paid. In no event will adjustment, rerun or refund be made because of the position in which the advertisement has been published.

Mistakes in ads: The publisher assumes no financial responsibility. The publisher may (at its option) choose to run a "make-good" advertisement in the next available issue (ad may not exceed the cost of that portion of space occupied by such error, one insertion only). No refunds will be given.

Liability Information: Advertiser and/or advertising agency, or agent, assumes all liability for advertisements published (including illustration, test, claims, etc.) and agrees to assume any and all responsibility for claims incurred against the publisher.

All copy writing, layout, artwork, graphic design and typography done by The Independent are copyrighted and remain the exclusive property of The Independent. No permission is granted for use elsewhere. Graphic design work for use in other publications is available at our regular hourly rate. The publisher reserves the right to label "Paid Advertisement" on any ad the publisher sees fit.

Proofs will be given, upon request, for typographical errors and price changes only. The publisher reserves the right to accept color and placement subject to mechanical limitations. Ad sizes other than listed will be charged at the closest smaller size ad rate per column inch. Ad rates are subject to change without notice. If the publisher is not able to reach the advertiser and is on contract to run, publisher is to run last ad at agreed size and price for the current edition.

**THE INDEPENDENT**  
 — A Voice for Southern Utah —  
**SUINDEPENDENT.COM**



NEWS    OPINION    CULTURE    FEATURES    CALENDAR    GUIDES    9 INFO    SUNDAY EDITION    DONATE    Q

**TOP BANNER**

Sitewide: \$275/month  
 Ad showcased on desktop & tablets,  
 not visible on mobile phones  
 (728 X 90 px banner at the top of the site)



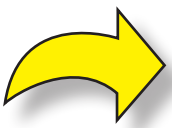
**MED. RECTANGLE**

Sitewide \$225/month  
 Ad showcased on desktop, tablets, and  
 also displays on mobile phones  
 (300 X 250 px Square on the right of the site)



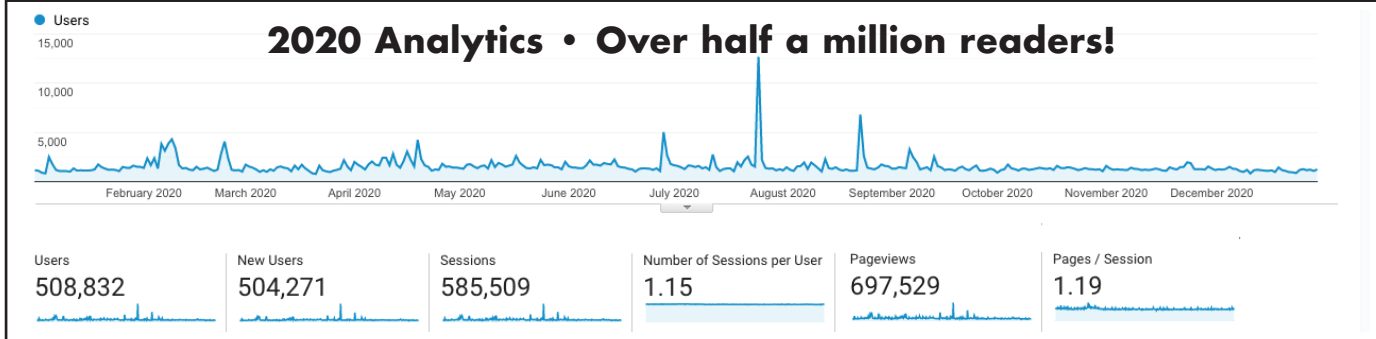
**SKYSCRAPER**

Sitewide \$175/month  
 Ad showcased on desktop & tablets,  
 not visible on mobile phones  
 (300 X 600 px Large size on the right of the site)



**SITE DOMINATOR**

Get all 3 of these ad spaces for only  
 \$200/week or \$500/month



**SUNDAY EDITION ~ EMAIL BLAST PACKAGE  
 \$350/WEEK**

Our weekly local edition for Southern Utah  
 Ad buy includes **EXCLUSIVE** placement of large mid-story ad and **EXCLUSIVE**  
 ad in email blast delivered to thousands of readers each week!

(700 X 190 px mid-story of every piece of content the site)

### Email Blast

THE INDEPENDENT SUNDAY EDITION: Straight Talk about the COVID-19 Vaccine  
 To: Josh Warburton,  
 Reply-To: The Independent

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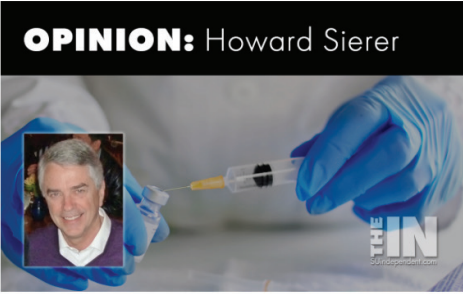
Sunday Edition | January 31st, 2021 | The Independent [View this email in your browser](#)

## Sunday Edition

**FREE EACH WEEK FROM**  
**SUIndependent.com**

### Straight Talk About The COVID-19 Vaccine

#### OPINION: Howard Sierer



#### With The Arrival of COVID-19 Vaccines

Today's nationally-available vaccines, one from Pfizer and the other from Moderna, use a new technique called messenger-RNA to immunize the body against the SARS-CoV-2 virus. Both are about 95 percent effective and both are being used in Southern Utah.

The vaccine production process is new, requiring raw materials like specialty lipids that have never been produced in large quantities before. Scaling up production of the necessary ingredients is underway but for now, limits the rate at which vaccines

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**THE INDEPENDENT** — A voice for Utah — **SUIndependent.com**

Other features in this week's Sunday Edition

- [Lake Powell Pipeline and Northern Corridor Update](#)
- [BBB Non-Scam Alert: Don't Throw Away That Debit Card](#)
- [Southern Utah Adoptable Pets Guide](#)
- [Southern Utah Events Guide](#)
- [Editorial Cartoon: Biden Executive Orders](#)
- [Hiking Southern Utah: Whiterocks Amphitheater Trail](#)
- [Poll: The COVID-19 Vaccine](#)

Share | Tweet | Forward | Share

Facebook | Twitter | Website | Email

### Placement on Sunday Edition Page

Friday, February 5, 2021 | Print Editions | **Sunday Edition** | Website Building | Advertise | Zion Guide | Contact Us | Legal Notices | f | @ | in | p | v

**THE INDEPENDENT** — A Voice for Southern Utah — **SUINDEPENDENT.COM**

**FILET & LOBSTER** Western Australian *Cash Bonuses*

NEWS | OPINION | CULTURE | FEATURES | CALENDAR | GUIDES | COVID-19 INFO | **SUNDAY EDITION** | DONATE | Q

# Sunday Edition

The Independent's hyper-local edition for St. George & Southern Utah | Southern Utah News, Opinion, & Events | Free Each Week

#### Opinion

#### OPINION: Lisa Rutherford



#### Lake Powell Pipeline and Northern Corridor Update

Lisa Rutherford January 31, 2021

So, at this time, the Lake Powell Pipeline is in limbo and it remains to be seen exactly how this will play out. Utah doesn't have a budget while other states are already started going by using the Lower Basin...

#### Opinion

#### OPINION: Howard Sierer



#### Straight Talk about the COVID-19 Vaccine

Howard Sierer January 31, 2021

Vaccine - Warp Speed gave states responsibility to plan for vaccinating their citizens and states were allocated an additional \$2 billion by Congress...

[DONATE TO THE INDEPENDENT](#)



**GET HEARD! SEND US YOUR THOUGHTS...**  
 Click for guidelines on sending a tip, opinion, or letter to the editor.

**PROMINENT  
 PLACEMENT ON BOTH  
 THE EMAIL BLAST  
 AND  
 SUINDEPENDENT.COM**

#### News

#### BBB Non-Scam Alert: Don't Throw Away That Debit Card

The Independent January 31, 2021

If you have not received your Economic Impact Payment, you can track your funds using the Get My Payment tracking tool - [irs.gov/coronavirus/get-my-](#)

#### Guide

#### Southern Utah Adoptable Pets

Nikki Slade February 4, 2021

...Southern Utah's Pet Adoption adoptable pets from various animal about southern Utah. Get a new pet

Sunday Edition is brought to you by...

Your support for this advertiser keeps The Independent & Sunday Edition free. Please tell them you saw this ad or click it!

**THE INDEPENDENT** — A voice for Utah — **SUIndependent.com**

Facebook | Twitter | Website | Email



The screenshot shows the website's navigation bar with links for Friday, February 5, 2021, and various sections like News, Opinion, Culture, Features, Calendar, Guides, COVID-19 Info, Sunday Edition, and Donate. A banner for 'FILET & LOBSTER' is visible. The main content area features a 'Red Carpet Event' on Feb 17 at Electric Theater in St. George, UT, which is highlighted in blue. A purple box with text and arrows points to this event, indicating it is a featured event. To the right, there is a 'LIVE MUSIC EVERY SATURDAY!' advertisement for Zion Canyon Brew Pub. Below the main calendar, an 'UPCOMING EVENT CALENDAR' lists several events for the week of Feb 5-10, including 'Red Carpet Event' on Feb 17.

**FEATURED EVENT  
IN CALENDAR  
\$5/DAY OR \$150/MO.**

**Featured Events** stick to the top of the **Events Calendar** page,

And they are **highlighted** on the **widget** on every page of the site!

They also are **highlighted** on the **calendar** itself when people are scrolling through it.

**Submitting a free or Featured Event listing on SUindependent.com calendar not only gets your event live immediately, but it also connects to a network of thousands of online calendars in our network, so your event also appears in search results in those calendars for our area. Your submission also submits it for consideration to our print calendar. Print calendar is hand edited, so inclusion is not guaranteed. Contact your rep for details.**