

THE INDEPENDENT & ZION GUIDE

2023 MEDIA KIT

PRINT EDITION INFO & AD RATES, PAGES 2 - 4

Includes Info on Circulation, Display Ads, Map Ads, Advertorial Options, Ad Dimensions, Deadlines, & Disclaimers

SUINDEPENDENT.COM INFO & AD RATES, PAGES 5 - 6

Includes Info on Visitation Analytics, Display Ads, Advertorial Options, Ad Dimensions, & Disclaimers as well as our Online Calendar Options

EMAIL & SOCIAL MEDIA INFO & RATES, PAGE 7

Includes Info on Weekly Email Blasts, & Social Media Promotion

EVENT PROMOTION PACKAGES, PAGE 8

Includes Special Discount Packages for Event Promotion That Utilize A Combinations of Our Print, Web, Email, Advertorial & Social Media Options

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

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

THE INDEPENDENT & ZION GUIDE

PRINT EDITION

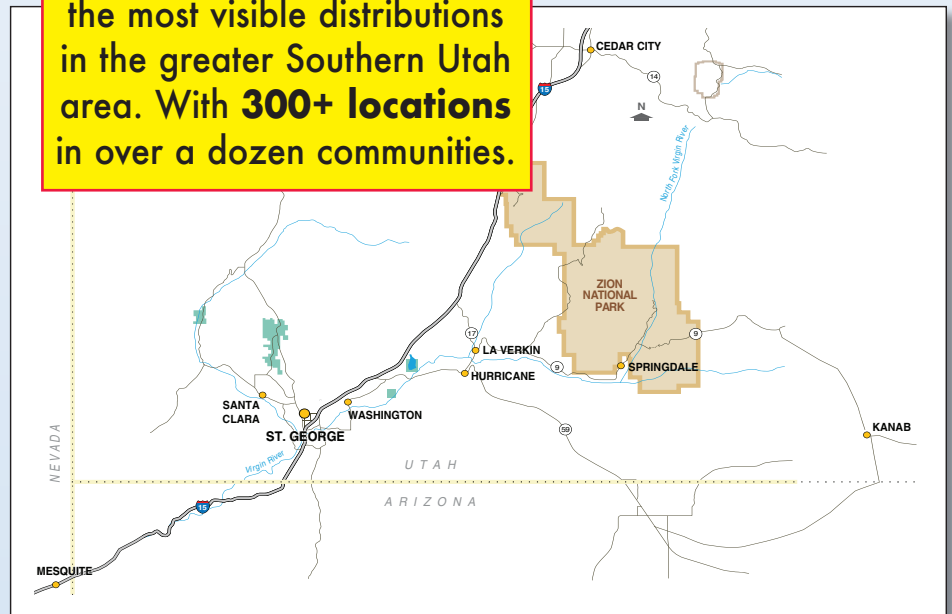
CONTENT & DISTRIBUTION

THE INDEPENDENT - CELEBRATING 27 YEARS! Southern Utah's premier entertainment guide, Since 1996.

- Largest circulation of any print publication in the greater Southern Utah area
- Focus: Arts, Music, Entertainment, Theater, Recreation & the best Calendar of Events
- Reaching approx. 35,000 readers per month and distributed on the first Friday each 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.



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PRINT AD RATES - 2023

Monthly Display Advertising Rates

Effective January 1st, 2023.

Size	1 Month Rate	4 Month Rate	8 Month Rate	12 Month Rate
Oversized Full Page	1540	1230	1080	925
Full Page	1155	925	810	695
3/4 Page	925	745	635	555
9/16 Page	810	650	565	490
Oversized Half Page	810	650	565	490
1/2 Page	690	550	485	415
3/8 Page	580	460	405	345
1/4 Page	405	325	285	240
3/16 Page	320	260	220	195
1/8 Page	230	185	165	145
1/16 Page	150	115	100	90

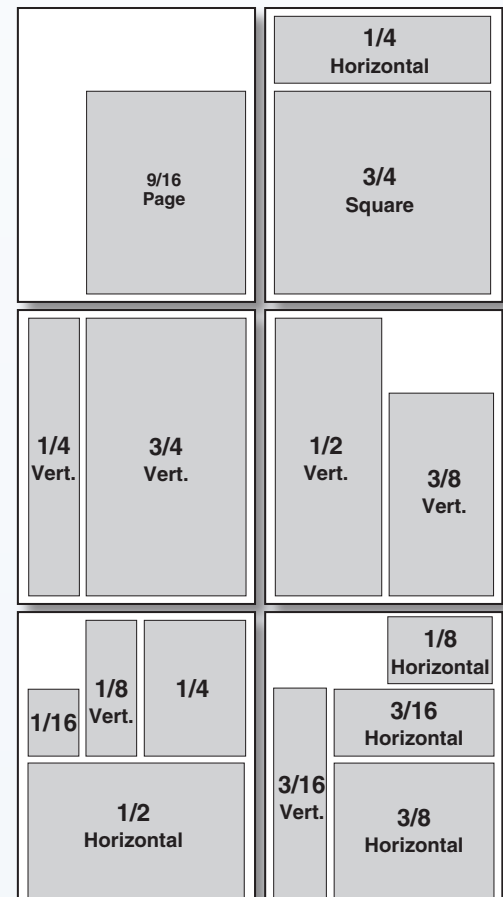
SPRINGDALE or KANAB MAP, 1.625"w X 1.5"h: \$75 per month, 3.25"w X 1.5"h: \$110 per month, 6 month min. contract
All ad spaces are full color. We currently do not offer a discount for black & white ads.

AD DIMENSIONS

Size (in Inches)	Width	Height
Oversized Full Page	10.25	16
Full Page (Our traditional 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
Oversized 1/2 Page	10.25	8
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 Horizontal	10.25	2.875
1/4 Page Standard	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

Advertorial/Native Advertising Options:

Main Image Front Cover	\$2000
Front Cover Cameo Spot	\$650
Non-Event Press Release	\$350
Event Press Release	\$250
Featured Event Calendar Listing	\$200
Featured Event Calendar Listing/Press Release Combo	\$375



THE INDEPENDENT & ZION GUIDE

PRINT DEADLINES & DISCLAIMERS

Founded in 1996, *The Independent* is Southern Utah's premier arts, music & entertainment publication and is published in print the 1st Friday of each month. Circulation is approx. 20,000 copies distributed free each month, with an estimated readership of 35,000. It is available at over 300 locations in St. George, Washington, Ivins, Santa Clara, Cedar City, Hurricane, La Verkin, Kanab and Springdale, Utah as well as Littlefield & Fredonia, Arizona, and Mesquite, Nevada.

Placement

Placement can be guaranteed (when available) for an additional 10% charge. Back page placement (when available) is an additional \$200 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, text, 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.

Friday, February 5, 2021

Print Editions

Sunday Edition

Website Building

Advertise

Zion Guide

Contact Us

Legal Notices



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

FILET & LOBSTER

Western Australian



NEWS

OPINION

CULTURE

FEATURES

CALENDAR

GUIDES

9 INFO

SUNDAY EDITION

DONATE



TOP BANNER

Sitewide: \$250/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: \$300/month

Most visible on all platforms, mobile, desktop,
tablet, highest total impressions
(300 X 250 px Square on the right of the site)

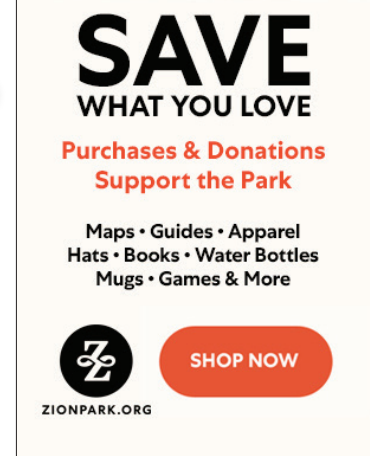
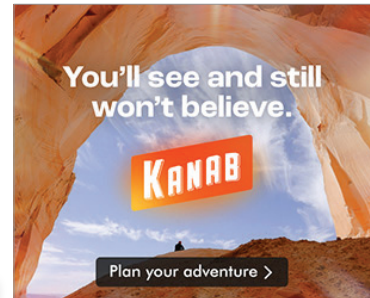
SKYSCRAPER

Sitewide: \$200/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
\$250/week or \$600/month



2021 Analytics • Over half a million readers!

Users

539,889



New Users

541,079



Sessions

595,124



Number of Sessions per User

1.10



Pageviews

682,096



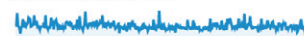
Pages / Session

1.15



Avg. Session Duration

00:00:23



Bounce Rate

92.67%



CALENDAR SPONSORSHIP - \$25 PER DAY

Be part of our sticky page header & get permanent visibility at the top of the calendar.

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SUINDEPENDENT.COM

CALENDAR ▾ NEWS ▾ OPINION ▾ CULTURE ▾ FEATURES ▾ GUIDES ▾ SUNDAY EDITION SUBSCRIBE 🔍

FEATURED EVENTS [Promote Your Event](#)

Dec 15 - Jan 13
A BRUSH WITH AFRICA: Birgit Wudenka McMullen, Sage Gallagher, Ruth Hewlett
Sears Art Museum in the Eccles Fine Arts Center

Calendar Sponsor
SUIndependent.com

Jan 12 - Jan 14
16th Annual Red Rock Film Festival - Section 2
Megaplex Theatres - Pineview Stadium 10

🔍 Search All Events ▾ ⌵ Time | 📅 📍 📌 📧 Add Event

Thursday, Dec 15 St. George, UT Within 80 miles

Utah Tech Festivals & Fairs

The Guild "Gift of Art" Show
Red Cliff Gallery | St. George, UT
🕒 9:00 am 📍 0.3 mi

FEATURED
A BRUSH WITH AFRICA: Birgit Wudenka McMullen, Sage Gallagher, Ruth Hewlett
Sears Art Museum in the Eccles Fine Arts Center
🕒 9:00 am 📍 1.1 mi

Christmas at Green Gate Village
Green Gate Village | St. George, UT
🕒 11:00 am 📍 0.3 mi

Dec 15
A BRUSH WITH AFRICA: Birgit Wudenka McMullen, Sage Gallagher, Ruth Hewlett
Sears Art Museum in the Eccles Fine Arts Center
🕒 11:29.22 - 11:32.23

PREMIUM EVENT LISTING ON CALENDAR
\$13 PER DAY OR \$400 PER MONTH

Featured Events stick to the top of the *Events Calendar* page, are *highlighted* on the *calendar* itself when people are scrolling through it.

They are also *highlighted* on the *widget* on every page of *suindependent.com*!

And includes a 300X250 ad on the right hand rail!

Southern Utah Events

JAN	16th Annual Red Rock Film Festival - ...
12	Megaplex Theatres ... St. George, UT
FRI 16	Tuacahn's Christmas in the Canyon
	Tuacahn Center for ... Ivins, UT
FRI 16	Rudolph the Red-Nosed Reindeer
	Tuacahn Amphitheatr... Ivins, UT
FRI 16	Best Of Broadway 3- A Movie Musical ...
	St. George Musical ... St. George, UT
FRI 16	Holiday Lights at Red Hills Desert Gar...
	Red Hills Desert Ga... St. George, UT

📅 FRI 16 SAT 17 SUN 18 MON 19 TUE 20 WED 21

🔍 See all events + Add your event

ADDITIONAL CALENDAR OPTIONS

- Enhanced Calendar Listing:** Includes additional images, embeded videos, social media links & more. **\$7 per day.**
- Featured Calendar Listing:** Includes all Enhanced items plus featured on days selected, & on widget site-wide. **\$10 per day.**
- Guaranteed In Print:** Get your event listed in our print edition, guaranteed! **\$50 per month.**
- Print Featured Event Listing:** Includes image, bold font, "Featured Event" header, & background color. **\$200 per month.**

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EMAIL & SOCIAL POSTING RATES - 2023

EMAIL BLAST

FEATURED IN **EMAIL BLAST** -
CHOOSE **WEEKLY EVENTS GUIDE**
OR **SUNDAY EDITION**

Just \$150 to direct to Calendar Listing
\$250 to direct to press release on
suindependent.com

Weekend
Events Guide
FREE EACH WEEK FROM
SUIndependent.com

PLAN YOUR WEEKEND WITH THE INDEPENDENT!



16th Annual Red Rock Film Festival
Returns To Southern Utah
January 12-14th, 2023

SOUTHERN, UT — A truly international cinematic arts festival and market with over 100 independent films from around the world. Make a stance against Hollywood pandering to the same stories and instead support independent films and voices. The Red Rock Film Festival's mission to "applaud original works that redefine media through innovation, creativity, and sensitivity" and runs January 12-14, 2023. It is an artist's retreat for film, meetups, seminars, and panels with approachable, professional people. So what is it about? It's a FESTIVAL with international participants — GO AND CELEBRATE YOUR CULTURE.

["Order passes before Christmas for special admission to a meet & greet party or a bonus for a company party."](#)

FEATURED EVENTS [Advertise With Us](#)



Search

All Events

Time

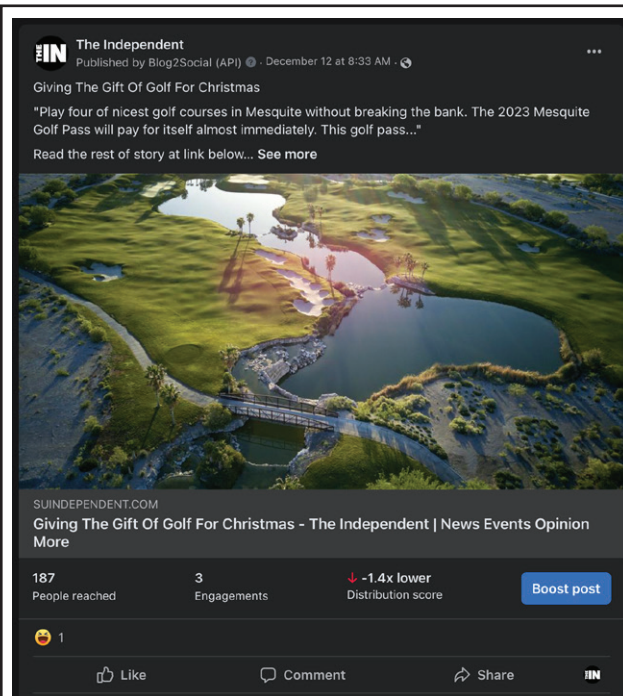
Time

Ask for current subscriber numbers

SOCIAL MEDIA

GET A **FEATURED POST ON**
ALL OF THE INDEPENDENT'S
SOCIAL MEDIA CHANNELS

Just \$100 per post to be
broadcast on all five of our major
social media channels



Now reaching approximately
16,000 followers



Facebook followers
nearing 12,000



Instagram followers
nearing 1,500



Twitter followers
nearing 2,000



Pinterest & LinkedIn
Small but growing



Promo Package Examples

Event Promo Packages can be customized to any length of time and combination of options.

2 Month Front Page Cameo & Cover Package:

- (1) Front Page Main Image Bundle (\$1800 Value)
- (1) Front Page Cameo Bundle (\$600 Value)
- (2) 1/2 Page Ads (\$1250 Value)
- (2) Banner or Square Web Ad (\$550 Value)
- (1) Print Featured Event (\$150 Value)
- (2) Online Featured Event (\$300 Value)
- (1) Sunday Edition Email Feature (\$300 Value)

Total Value \$4950

Package Price \$3500

2 Month Front Page Cameo Package:

- (1) Front Page Cameo Bundle (\$600 Value)
- (2) 1/2 Page Ads (\$1250 Value)
- (2) Banner or Square Web Ad (\$550 Value)
- (1) Print Featured Event (\$150 Value)
- (2) Online Featured Event (\$300 Value)
- (1) Sunday Edition Email Feature (\$300 Value)

Total Value \$3150

Package Price \$2300

1 Month Front Page Cover Main Image Package:

- Front Page Main Bundle (\$1800 Value)
- 1/2 Page Ad (\$625 Value)
- Banner or Square Web Ad (\$275 Value)
- Print Featured Event (\$150 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$3300

Package Price \$2400

1 Month Front Page Cameo Package:

- Front Page Cameo (\$600 Value)
- 1/2 Page Ad (\$625 Value)
- Banner or Square Web Ad (\$275 Value)
- Print Featured Event (\$150 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$2100

Package Price \$1500

1 Month "Full Page Ad Blast" Package:

- Full Page Ad (\$1050 Value)
- Banner or Square Web Ad (\$275 Value)
- Print Featured Event (\$150 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$1950

Package Price \$1400

1 Month "Half Page Ad Blast" Package:

- 1/2 Page Ad (\$625 Value)
- Banner or Square Web Ad (\$275 Value)
- Print Featured Event (\$150 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$1500

Package Price \$1100

1 Month "Quarter Page Ad Blast" Package:

- 1/4 Page Ad (\$370 Value)
- Banner or Square Web Ad (\$275 Value)
- Print Featured Event (\$150 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$1245

Package Price \$900

1 Month "Half Page Mini Ad Blast" Package:

- 1/2 Page Ad (\$625 Value)
- Banner or Square Web Ad (\$275 Value)
- Online Featured Event (\$150 Value)

Total Value \$1050

Package Price \$750

1 Month "Quarter Page & Press Release Print-Only" Package:

- Paid Press Release (\$300 Value)
- 1/4 Page Ad (\$370 Value)
- Print Featured Event (\$150 Value)

Total Value \$820

Package Price \$600

1 Month "Quarter Page Mini Ad Blast" Package:

- 1/4 Page Ad (\$370 Value)
- Banner or Square Web Ad (\$275 Value)
- Online Featured Event (\$150 Value)

Total Value \$795

Package Price \$550

1 Month "Web Dominator" Package:

- Site Dominator Web Ad Bundle (\$500 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$950

Package Price \$700

1 Month "Web Only" Package:

- Banner or Square Web Ad (\$275 Value)
- Online Featured Event (\$150 Value)
- Sunday Edition Email Feature (\$300 Value)

Total Value \$725

Package Price \$500