

THE INDEPENDENT NOW IN OUR 30TH YEAR ~ 1996-2005 **& ZION GUIDE**

2025 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

NOW IN OUR 30TH YEAR ~ 1996-2005

& ZION GUIDE

PRINT EDITION

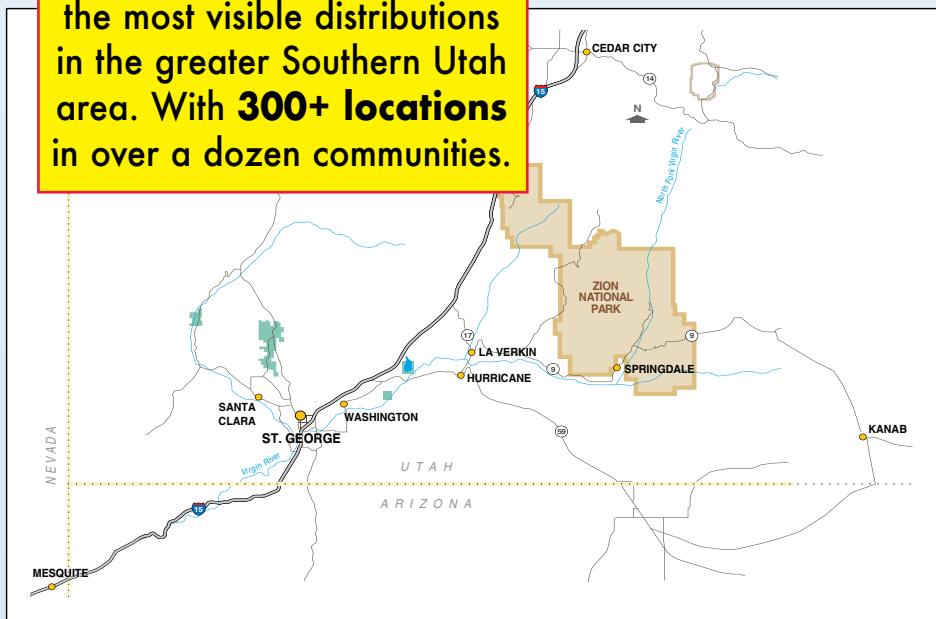
CONTENT & DISTRIBUTION

THE INDEPENDENT - NOW IN OUR 30TH YEAR! 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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Independent Publishing Company, Inc. of St. George, Utah.
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Monthly Display Advertising Rates

Effective January 1st, 2025.

Size	1 Month Rate	4 Month Rate	8 Month Rate	12 Month Rate
Oversized Full Page	1595	1275	1115	955
Full Page	1195	955	835	715
3/4 Page	955	765	670	575
9/16 Page	840	670	590	505
Oversized Half Page	840	670	590	505
1/2 Page	715	570	500	430
3/8 Page	600	480	420	360
1/4 Page	420	335	295	250
3/16 Page	330	265	230	200
1/8 Page	240	190	170	145
1/16 Page	155	125	110	95

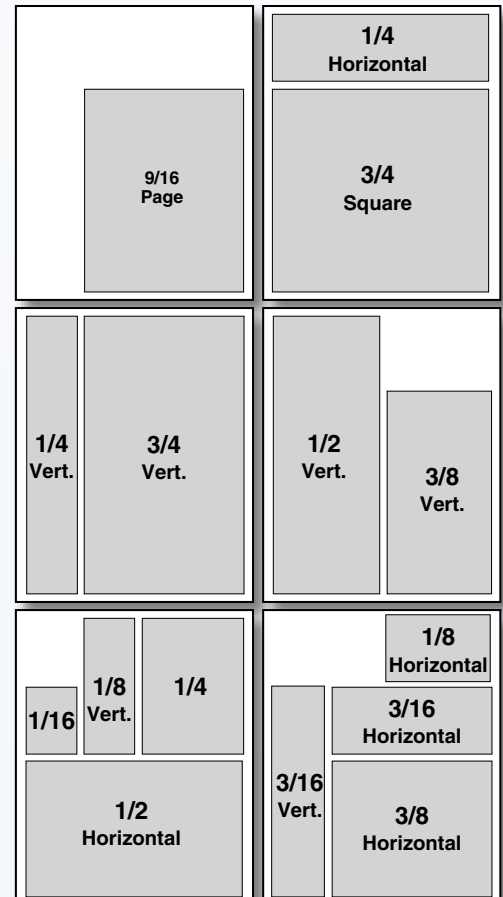
SPRINGDALE or KANAB MAP, 1.625"w X 1.5"h: \$75 per month, 3.25"w X 1.5"h: \$110 per month, 6 month min. contract
 All ad spaces are full color. We currently do not offer a discount for black & white ads.

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, Print or Online	\$250
Featured Event Calendar Listing/Press Release Combo	\$400



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, 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.

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 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.

The screenshot shows the website's navigation bar with categories like CALENDAR, NEWS, OPINION, CULTURE, FEAT, GUIDES, SUNDAY EDITION, and SUBSCRIBE. Below the navigation is a 'FEATURED EVENTS' section with a 'Promote Your Event' button. Three event cards are visible: 'A BRUSH WITH AFRICA', 'THE INDEPENDENT - A Voice for Southern Utah - SUIINDEPENDENT.COM' (with a 'Calendar Sponsor' badge), and 'RED ROCK FILM FESTIVAL'. Below this is a search bar and filters for 'All Events', 'Time', and 'Within 80 miles'. A list of events follows, with 'A BRUSH WITH AFRICA' highlighted as a 'FEATURED' event. On the right, there is an 'Advertise With Us' button and a 'Southern Utah Events' calendar grid for January 12-21.

PREMIUM EVENT LISTING ON CALENDAR

\$13 PER DAY OR \$250 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!

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 POSTS RATES - 2025

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](#)



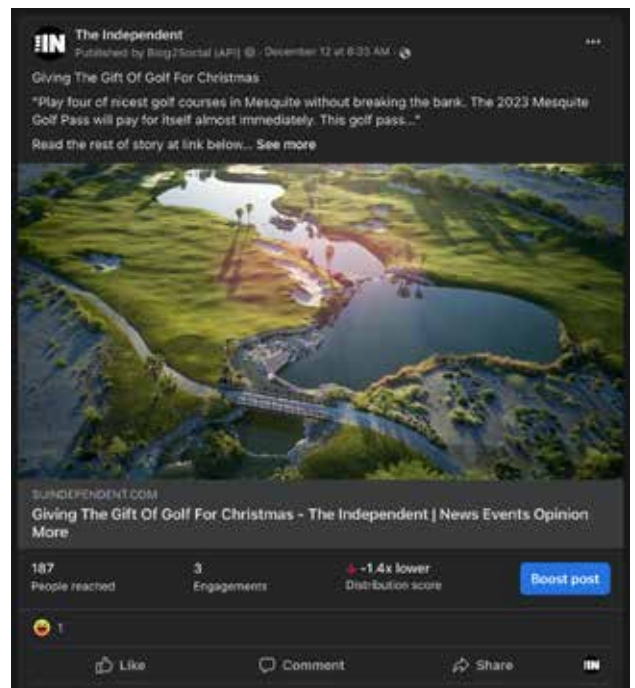
Search | All Events | Time | [Grid Icon] | [User Icon] | [Share Icon]

Ask for current subscriber numbers

SOCIAL MEDIA

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

Just \$150 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



X followers
nearing 2,000



Pinterest & LinkedIn
Small but growing



Event Promo Packages

1 Month Packages

Good

1/4 Page Ad (\$420 Value)
Online Featured Event (\$410 Value)
Press Release (\$250 Value)
Social Media Post (\$150 Value)

Total Value \$1230
Package Price \$500

Better

1/4 Page Ad (\$420 Value)
Online Featured Event (\$410 Value)
Press Release (\$250 Value)
Web Ad (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$1530
Package Price \$750

Best

1/2 Page Ad (\$715 Value)
Online Featured Event (\$410 Value)
Press Release (\$250 Value)
Web Ad (\$300 Value)
Email Blast (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$1975
Package Price \$1150

Best + Cameo

Front Page Cameo (\$650 Value)
1/2 Page Ad (\$715 Value)
Web Ad (\$300 Value)
Print Featured Event (\$250 Value)
Online Featured Event (\$410 Value)
Email Blast (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$2775
Package Price \$1550

2 Month Packages

Good

[2] 1/4 Page Ad (\$840 Value)
[2] Online Featured Event (\$820 Value)
Press Release (\$250 Value)
Social Media Post (\$150 Value)

Total Value \$2060
Package Price \$900

Better

[2] 1/4 Page Ad (\$840 Value)
[2] Online Featured Event (\$820 Value)
Press Release (\$250 Value)
[2] Web Ad (\$600 Value)
Social Media Post (\$150 Value)

Total Value \$2660
Package Price \$1200

Best

[2] 1/2 Page Ad (\$1430 Value)
[2] Online Featured Event (\$820 Value)
Press Release (\$250 Value)
[2] Web Ad (\$600 Value)
Email Blast (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$3550
Package Price \$1800

Best + Cameo

Front Page Cameo (\$650 Value)
[2] 1/2 Page Ad (\$1430 Value)
[2] Online Featured Event (\$820 Value)
[2] Web Ad (\$600 Value)
Email Blast (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$3950
Package Price \$2150

3 Month Packages

Good

[3] 1/4 Page Ad (\$1260 Value)
[3] Online Featured Event (\$1230 Value)
[2] Press Release (\$500 Value)
Social Media Post (\$150 Value)

Total Value \$3140
Package Price \$1400

Better

[3] 1/4 Page Ad (\$1260 Value)
[3] Online Featured Event (\$1230 Value)
[2] Press Release (\$500 Value)
[2] Web Ad (\$600 Value)
Social Media Post (\$150 Value)

Total Value \$3740
Package Price \$1800

Best

[3] 1/2 Page Ad (\$2145 Value)
[3] Online Featured Event (\$1230 Value)
[2] Press Release (\$500 Value)
[3] Web Ad (\$900 Value)
Email Blast (\$300 Value)
Social Media Post (\$150 Value)

Total Value \$5076
Package Price \$2800

Best + Cameo

Front Page Cameo (\$650 Value)
[3] 1/2 Page Ad (\$2145 Value)
[3] Online Featured Event (\$1230 Value)
[3] Web Ad (\$900 Value)
Email Blast (\$300 Value)
Press Release (\$250 Value)
Social Media Post (\$150 Value)

Total Value \$5625
Package Price \$3100

**Event Promo Packages can be customized to any length of time and combination of options.
Let us put together a custom package just for you!**