

THE INDEPENDENT CELEBRATING 30 YEARS! ~ 1996-2026 **& ZION GUIDE**

2026 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

CELEBRATING 30 YEARS! ~ 1996-2026

& ZION GUIDE

PRINT EDITION

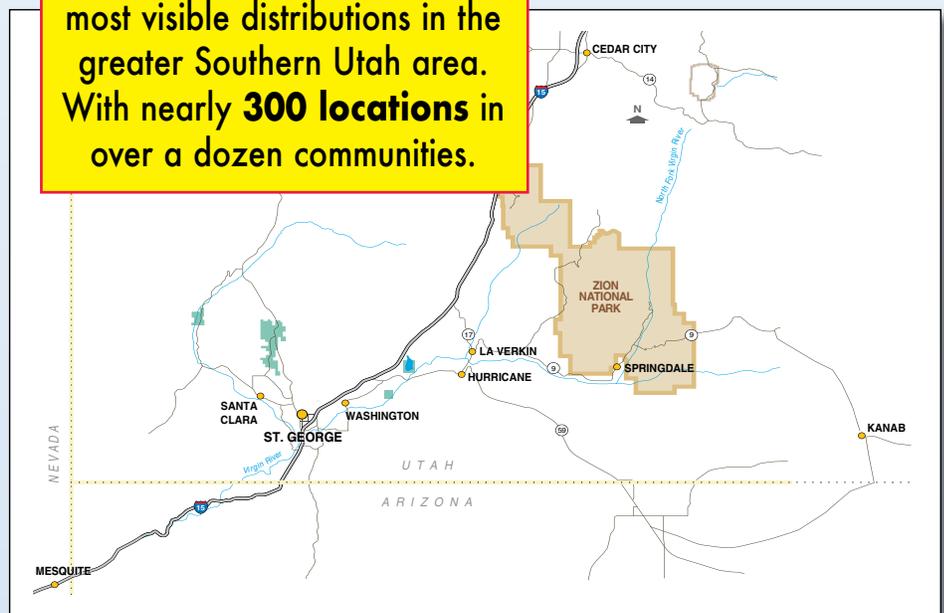
CONTENT & DISTRIBUTION

THE INDEPENDENT - CELEBRATING 30 YEARS IN PRINT! 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. 30,000 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 nearly **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, 2026.

Size	1 Month Rate	4 Month Rate	8 Month Rate	12 Month Rate
Full Page	\$1,675	\$1,340	\$1,175	\$1,010
3/4 Page	\$1,255	\$1,000	\$875	\$750
3/5 Page – Horizontal	\$1,050	\$840	\$735	\$630
3/5 Page – Vertical	\$1,050	\$840	\$735	\$630
Half Page – Flyer	\$900	\$720	\$630	\$540
Half Page – Horizontal	\$900	\$720	\$630	\$540
Half Page – Vertical	\$900	\$720	\$630	\$540
2/5 Page – Horizontal	\$750	\$600	\$525	\$435
2/5 Page – Vertical	\$750	\$600	\$525	\$435
Quarter Page – Horizontal	\$590	\$470	\$410	\$350
Quarter Page – Vertical	\$590	\$470	\$410	\$350
1/5 Page – Vertical	\$460	\$370	\$320	\$275
1/10 Page	\$265	\$210	\$185	\$155

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

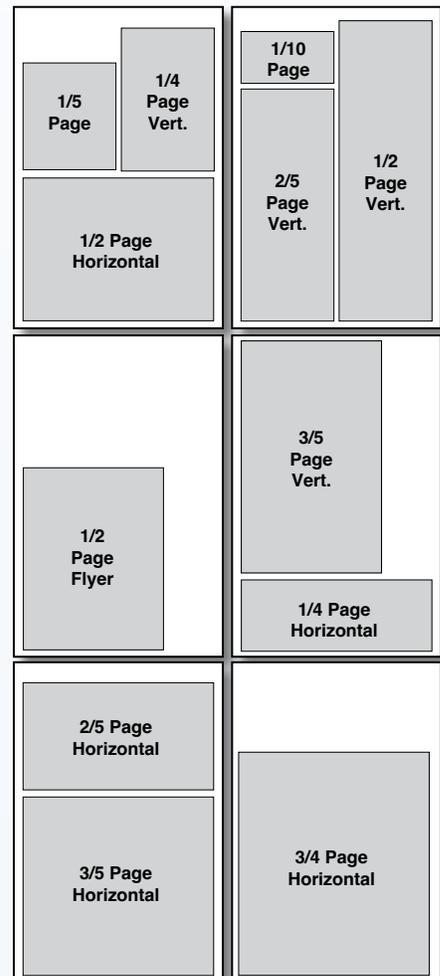
All ad spaces are full color. We currently do not offer a discount for black & white ads.

AD DIMENSIONS

Size (in Inches)	Width	Height
Oversized Full Page	10.25	16
Full Page	10.25	16
3/4 Page	10.25	12.25
3/5 Page – Horizontal	10.25	9.125
3/5 Page – Vertical	7.625	12.25
Half Page – Flyer	7.625	10
Half Page – Horizontal	10.25	8
Half Page – Vertical	5	16
2/5 Page – Horizontal	10.25	6
2/5 Page – Vertical	5	12.25
Quarter Page – Horizontal	10.25	3.875
Quarter Page – Vertical	5	8
1/5 Page – Vertical	5	6
1/10 Page	5	2.875

Advertorial/Native Advertising Options:

Main Image Front Cover	\$2000
Front Cover Cameo Package	\$700
Non-Event Press Release	\$350
Event Press Release	\$250
Featured Event Calendar Listing, Print or Online	\$300
Featured Event Calendar Listing/Press Release Combo	\$450



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: \$300/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: \$350/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: \$250/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
 \$300/week or \$700/month

Over half a million readers per year!

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 is the 'FEATURED EVENTS' section with three event cards. A purple arrow points from the 'CALENDAR SPONSORSHIP' text to the central 'THE INDEPENDENT' event card. Another purple arrow points from the 'PREMIUM EVENT LISTING ON CALENDAR' text to the 'A BRUSH WITH AFRICA' event card. A third purple arrow points from the same text to a 300x250 advertisement on the right-hand rail. The main calendar view shows a list of events for Thursday, Dec 15, with filters for location (St. George, UT) and distance (Within 80 miles). A 'Southern Utah Events' calendar widget is visible at the bottom right.

PREMIUM EVENT LISTING ON CALENDAR

\$13 PER DAY OR \$350 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 - 2026

EMAIL BLAST

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

Just \$200 to direct to Calendar Listing
\$300 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](#)



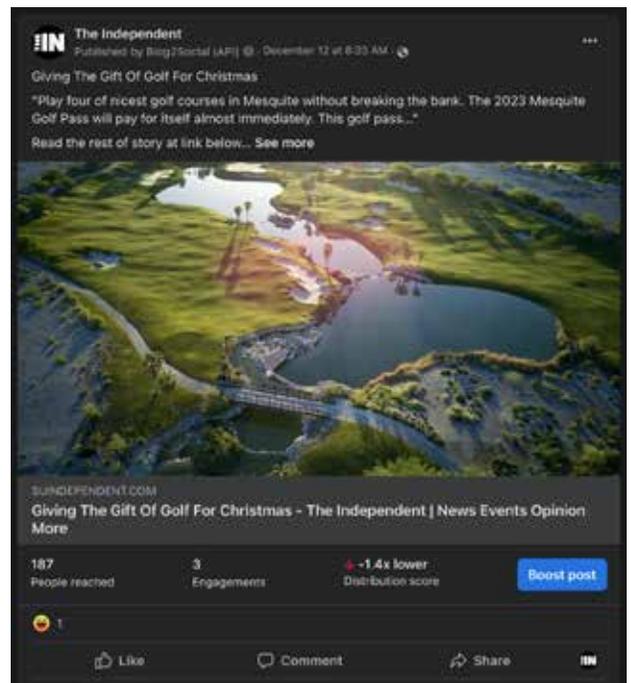
Search | All Events | Time | [Grid Icon] | [User Icon] | [Share Icon]

Ask for current subscriber numbers

SOCIAL MEDIA

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

Just \$200 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

1/5 Page Ad (\$460 Value)
 Online Featured Event (\$410 Value)
 Press Release (\$250 Value)
 Social Media Post (\$200 Value)
Total Value \$1320
Package Price \$600

Better

1/4 Page Ad (\$590 Value)
 Online Featured Event (\$410 Value)
 Press Release (\$250 Value)
 Web Ad (\$300 Value)
 Social Media Post (\$200 Value)
Total Value \$1750
Package Price \$800

Best

1/2 Page Ad (\$885 Value)
 Online Featured Event (\$410 Value)
 Press Release (\$250 Value)
 Web Ad (\$300 Value)
 Social Media Post (\$200 Value)
Total Value \$2045
Package Price \$1000

Best + Cameo & Email

Front Page Cameo (\$700 Value)
 1/2 Page Ad (\$885 Value)
 Web Ad (\$300 Value)
 Print Featured Event (\$250 Value)
 Online Featured Event (\$410 Value)
 Email Blast (\$300 Value)
 Social Media Post (\$200 Value)
Total Value \$3045
Package Price \$1500

2 Month Packages

Good

[2] 1/5 Page Ad (\$920 Value)
 [2] Online Featured Event (\$820 Value)
 Press Release (\$250 Value)
 Social Media Post (\$150 Value)
Total Value \$2140
Package Price \$1050

Better

[2] 1/4 Page Ad (\$1180 Value)
 [2] Online Featured Event (\$820 Value)
 Press Release (\$250 Value)
 [2] Web Ad (\$600 Value)
 Social Media Post (\$200 Value)
Total Value \$3050
Package Price \$1500

Best

[2] **1/2 Page Ad** (\$1770 Value)
 [2] Online Featured Event (\$820 Value)
 Press Release (\$250 Value)
 [2] Web Ad (\$600 Value)
 Social Media Post (\$150 Value)
Total Value \$3590
Package Price \$1800

Best + Cameo & Email

Front Page Cameo (\$700 Value)
 [2] **1/2 Page Ad** (\$1770 Value)
 [2] Online Featured Event (\$820 Value)
 [2] Web Ad (\$600 Value)
 Email Blast (\$300 Value)
 Social Media Post (\$200 Value)
Total Value \$4390
Package Price \$2200

3 Month Packages

Good

[3] 1/5 Page Ad (\$1380 Value)
 [3] Online Featured Event (\$1230 Value)
 [2] Press Release (\$500 Value)
 [2] Social Media Post (\$300 Value)
Total Value \$3410
Package Price \$1700

Better

[3] 1/4 Page Ad (\$1770 Value)
 [3] Online Featured Event (\$1230 Value)
 [2] Press Release (\$500 Value)
 [2] Web Ad (\$600 Value)
 [2] Social Media Post (\$300 Value)
Total Value \$4400
Package Price \$2200

Best

[3] **1/2 Page Ad** (\$2655 Value)
 [3] Online Featured Event (\$1230 Value)
 [2] Press Release (\$500 Value)
 [3] Web Ad (\$900 Value)
 [2] Social Media Post (\$300 Value)
Total Value \$5585
Package Price \$2800

Best + Cameo

Front Page Cameo (\$700 Value)
 [3] **1/2 Page Ad** (\$2655 Value)
 [3] Online Featured Event (\$1230 Value)
 [3] Web Ad (\$900 Value)
 Email Blast (\$300 Value)
 Press Release (\$250 Value)
 [2] Social Media Post (\$300 Value)
Total Value \$6335
Package Price \$3200

**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!**