

History of *The Independent*

Since 1986, *The Santa Barbara Independent* has been required reading for the South Coast's active and sophisticated population. *The Independent* reaches more than 135,000 readers in Santa Barbara County each Thursday with in-depth news reporting, the most extensive calendar of local events, and the best arts and entertainment coverage in the region.



Although we have had a website since 1998, it wasn't until April, 2007 that we began our community news, arts, and entertainment portal, independent.com. Providing a thorough and up to date site for all things Santa Barbara, independent.com immediately became the area's most visited community website.

In 2013 we were again recognized as the Best Weekly Newspaper website in the United States, in a national contest sponsored by Editor & Publisher magazine. Our online audience has grown to be the largest in Santa Barbara county, twice as large as our nearest news competitor. But don't take our word for it -- [here's a link to current online traffic rating services](#).

Our newspaper also was singled out in 2008 as one of "[10 That Do It Right](#)," of newspapers leading in innovation and adaptation, in another Editor & Publisher recognition.

The Independent was created from the merger of the Santa Barbara News & Review, a weekly paper consisting of politics and commentary founded in 1973, and *The Weekly*, an arts and entertainment publication with extensive listings. The merger created a unique voice for independent writers, critics, and involved citizens, and a go-to community resource for what-to-do in the county.



The Santa Barbara Independent is a true community newspaper with a market penetration higher than almost every other "alternative" weekly in the country. Our audited circulation of 40,000 copies exceeds the daily paper and any other publication in Santa Barbara County. Copies are picked up at more than 600 locations stretching from surf points at Rincon to the flower fields of Lompoc.

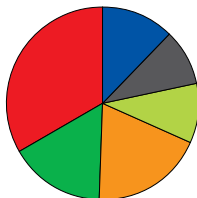
We are very proud of our support of community events, nonprofit charities, and public service advertisers. *The Santa Barbara Independent* is a major sponsor of the largest community events, including the Santa Barbara International Film Festival, Old Spanish Days, the Summer Solstice, and the Downtown Holiday Parade. Our underwriting covers the breadth of Santa Barbara activity -- from support of the Santa Barbara Triathlon to the Downtown Organization to outreach in the public school system. The paper is a major sponsor of UCSB intercollegiate sports, high school athletics and events, and the major theater companies in the region.

From its world-class art museum to its state-of-the-art zoological garden, Santa Barbara is a community committed to a rich and culturally diverse quality of life. Since its inception, *The Santa Barbara Independent*, has been here to celebrate and support that commitment.

demographics

Household Income

\$100,000 or higher	33.2%
\$75-99,000	16.0%
\$50-74,000	19.0%
\$35-49,000	10.1%
\$25-34,000	9.4%
Less than \$25,000	12.3%



Independent Median Household Income
\$74,000

Gender

Male	37.2%
Female	62.8%



Age

21-34	13.9%
35-49	19.1%
50-54	13.0%
55-64	27.2%
65+	26.4%



Education

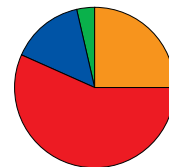
More than 75% of *Independent* readers have a college or post-graduate degree.

Consumers

69% of readers say *The Independent* influences their purchasing decisions.

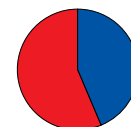
Marital Status

Married/Cohabiting	56.5%
Single	25.2%
Separated/Divorced	14.6%
Widowed	3.6%



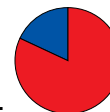
Market Penetration

62% of all residents in Southern Santa Barbara County read *The Independent*.

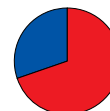


Loyalty

82% of *Independent* readers read 3 or more issues per month.

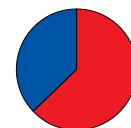


70% have read 4 of the last 4 issues.



Readers Per Copy (average)

63% said they share *The Independent* with at least 1 other person.



Decision Makers

- 88% of *Independent* readers are voters
- 80% are business owners or professionals
- 60% are homeowners



Verified Audit Circulation, 2013

display rates

SMART MONEY BUYS HERE!

SIZE <i>Col. wide x inches high</i>	OPEN <i>1 ad/1 week</i>	8 ADS <i>in 8 weeks - 15%</i>	13 ADS <i>in 13 weeks - 20%</i>	26 ADS <i>in 26 weeks - 25%</i>	52 ADS <i>in 52 weeks - 32%</i>	COLOR	
5x12.5" (full page)	62.5 in.	1895	1610	1516	1421	1298	285
4x12.5"	50 in.	1579	1341	1263	1184	1084	285
3x12.5"	37.5in.	1234	1050	988	927	847	285
4x9.333"	37.33in.	1223	1039	978	917	839	285
5x6.166"/2.5x12.5" (half)	31.25in.	1020	866	815	765	700	285
3x9.333" (junior page)	28in.	924	785	740	693	634	200
2x12.5"	25in.	829	704	663	622	569	200
3x8.25"	24.75in.	828	703	662	621	568	200
4x6.166"	24.66in.	824	701	660	619	563	200
3x6.166"/2x9.333"	18.66in.	625	531	500	469	431	200
2x8.25"	16.5in.	565	480	451	423	386	160
2.5x6.166" (quarter page)	15.42in.	524	445	419	393	359	160
1x12.5"	12.5in.	423	360	338	318	289	160
2x6.166" (fifth page)	12.33	420	356	336	314	287	160
3x4.042"	12.13in	414	352	332	310	286	160
1x9.333"	9.33in	315	268	253	237	216	160
3x3"	9in.	303	258	243	228	208	160
1x8.25"	8.25in.	286	243	229	214	197	160
2x4.042" (small square)	8.08in.	278	237	222	208	189	100
1x6.166"	6.16in.	214	183	172	161	148	100
2x3" (big business card)	6in.	206	175	165	154	140	100
1x4.042"	4.04in.	146	124	117	110	100	100
1x3"	3in.	108	92	86	81	75	100

YEARLY BULK RATES (52 weeks)

3,500 column inches or more	\$16.95/col. in.
2,000" up to 3,499"	\$19.18/col. in.
1,375" up to 1,999"	\$20.48/col. in.
850" up to 1,374"	\$22.66/col. in.
550" up to 849"	\$23.82/col. in.
375" up to 549"	\$26.36/col. in.
250" up to 374"	\$27.48/col. in.
150" up to 249"	\$28.95/col. in.
75" up to 149"	\$30.21/col. in.

COLUMN SIZES

1 column	1.75"
2 columns	3.667"
2.5 columns	4.583"
3 columns	5.541"
4 columns	7.458"
5 columns	9.375"

STANDARD HEIGHTS

Ads must fit one of six standard heights: 3", 4.042", 6.166", 8.25", 9.333", or 12.5"

Ads submitted in an incorrect size will be reordered.

COLOR

High-quality process cmyk color is available.

BLEED

Full page ad..... 10.125" x 13.25" + .25" bleed on all sides

Bulk rates are provided for advertisers who have indefinite schedules or seasonal budgets and cannot accommodate our weekly or every-other week frequency schedules. Bulk Contracts do require 40% fulfillment of the contract at the half-way point (for example, with a Bulk Contract for 375", 150" must have run after 26 weeks) or the Advertiser's contract may be subject to a Short Rate.

All guidelines published in our Copy and Contract Regulations apply to these Bulk Rates, and the Publisher reserves the right to cancel these contracts at any time resulting from lack of payment, perceived inability to fulfill our contract terms, or any other cause.

Effective 2015

2017

ONLINE ADVERTISING RATES

THE Local Daily News Source

www.independent.com is Santa Barbara's leading source for daily and breaking news. We are the most trafficked site in Santa Barbara County per Comscore, Quantcast and Alexa ratings. **Find out WHO. WHAT. NOW! Every Day - All Day!**

Statistics:*

Consistent Traffic Month to Month...

382,000+ SESSIONS PER MONTH

216,000+ UNIQUE USERS PER MONTH

661,000+ PAGEVIEWS PER MONTH

Get your business in front of thousands of area customers.

* Source: Google Analytics - Monthly Averages 2016

BUTTON 1
120 x 90
\$60/WK

SQUARE BUTTON
125 x 125
\$75/WK

BUTTON 2
120 x 60 \$30/WK

MICRO BAR
88 x 31 \$50/WK

HALF BANNER
234 x 60 \$200/WK

WIDE SKYSCRAPER
160 x 600
\$500/WK

RECTANGLE
300 x 250
\$375/WK

VERTICAL BANNER
120 x 240
\$150/WK

FULL BANNER
468 x 60 \$250/WK

LEADERBOARD / FOOTERBOARD
728 x 90

LEADERBOARD \$475/WK / FOOTERBOARD \$250/WK

DISCOUNTS:

8 WEEKS 15%

12 WEEKS 20%

26 WEEKS 25%

52 WEEKS 35%

Acceptable Media:

All ad cost includes design. If you would like to supply your own artwork, please use the following guidelines: **jpg, gif and Flash Media Accepted 3-part gif and 3-loop Flash allowed**

Maximum File Size: 30k - non-flash; 40k for Flash, 72 dpi, RGB

CONTACT US TODAY
805-965-5205

classified rates

DISPLAY ADS <i>Col. wide x inches high</i>	OPEN	4 ADS <i>5% discount</i>	8 ADS <i>10% discount</i>	13 ADS <i>15% discount</i>	26 ADS <i>25% discount</i>	52 ADS <i>35% discount</i>
Per Column Inch (<i>general</i>)	28	26.60	25.20	23.80	21	18.20
Per Column Inch (<i>employment</i>)	25	23.75	22.50	21.25	18.75	16.25

Color Ads are available in limited categories for an additional \$5 per inch. Contact your rep for details.

BUSINESS LINE ADS	OPEN	4 ADS	8 ADS	13 ADS	26 ADS	52 ADS
Per line - 33 characters	4.50	4.28	4.05	3.83	3.38	2.93
Small Headline - up to 25 characters	\$1/week					
Large Headline - up to 20 characters	\$2/week					

LOGOS/ARTWORK/PHOTOS ON LINE ADS

Up to 1 inch \$10/week

PRIVATE LINE ADS

3 lines	3.00	2.85	2.70	2.55	2.25	1.95
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* POPULAR AD SIZES

1 X 1
\$25-18²⁰
WEEKLY

2 X 1
\$56-36⁴⁰
WEEKLY

1 X 2
\$56-36⁴⁰
WEEKLY

2 X 2
\$112-72⁸⁰
WEEKLY

1 X 3
\$84-54⁶⁰
WEEKLY

2 X 3
\$168-109²⁰
WEEKLY

DEADLINES

Display Ads: Monday 12 noon

Line Ads: Tuesday 10am

NON-PROFIT ORGANIZATIONS

We will gladly extend a 20% discount to all non-profit organizations.

COLUMN SIZES	INCHES	PICAS
1 column	1.25"	7p6
2 columns	2.625"	15p9
3 columns	3.958"	23p9
3.5 columns	4.708"	28p3
4 columns	5.333"	32p0
5 columns	6.666"	40p0
6 columns	8.042"	48p3
7 columns	9.375"	56p3

* MANY OTHER SIZES AVAILABLE

CONTRACTS Signed contracts are required for any discounted rates. All contracts are for consecutive insertions unless otherwise noted. Failure to fulfill a contract will result in short rating the ad to the appropriate earned discount and a \$25 cancellation fee.

PRODUCTION & DESIGN All rates include ad design. You can also supply your own camera-ready artwork.

CIRCULATION 40,000 weekly copies are distributed throughout Santa Barbara County. Our circulation is audited by



Effective 1/1/2016

2017

2017

January

February

Calendar grid for January with dates 1-31 and event listings: 1 New Year's Day, 5 Health & Fitness, 12 News | Arts | Entertainment, 16 Martin Luther King Jr. Day, 19 Calendar of Fundraisers, 26 News | Arts | Entertainment.

Calendar grid for February with dates 1-29 and event listings: 2 SBIFF *Meet the Makers, 9 SBIFF, 14 Valentine's Day, 16 News | Arts | Entertainment, 20 Presidents' Day, 23 *Wedding Guide.

March

April

Calendar grid for March with dates 1-31 and event listings: 2 Pets & Animals, 9 News | Arts | Entertainment, 12 Daylight Saving Time Begins, 16 Spring Happenings, 17 St. Patrick's Day, 23 News | Arts | Entertainment, 30 The Moth.

Calendar grid for April with dates 1-30 and event listings: 6 Summer Camp, 11 Passover Begins, 13 Fashion & Style, 16 Easter Sunday, 20 Earth Day Issue, 22 Earth Day, 27 News | Arts | Entertainment.

May

June

Calendar grid for May with dates 1-31 and event listings: 4 Beauty & Spa, 5 Cinco de Mayo, 11 Kids' Issue, 14 Mother's Day, 18 News | Arts | Entertainment, 25 Staycation, 29 Memorial Day.

Calendar grid for June with dates 1-30 and event listings: 1 *Home & Garden, 8 News | Arts | Entertainment, 15 Blue & Green Guide, 18 Father's Day, 22 Solstice, 24 Solstice Parade, 29 Summer BBQ.

July

August

Calendar grid for July with dates 1-31 and event listings: 4 Independence Day, 6 Summer Reading, 13 Health & Fitness, 20 News | Arts | Entertainment, 27 News | Arts | Entertainment.

Calendar grid for August with dates 1-31 and event listings: 2 Fiesta Issue *Fiesta Guide, 4 Fiesta Parade, 10 News | Arts | Entertainment, 17 Back to School, 24 News | Arts | Entertainment, 31 Sports.

September

October

Calendar grid for September with dates 1-30 and event listings: 4 Labor Day, 7 News | Arts | Entertainment, 14 Fall Happenings, 21 News | Arts | Entertainment, 28 Foodie Awards *Food & Drink Guide, 30 Yom Kippur Begins.

Calendar grid for October with dates 1-31 and event listings: 5 Bands, 12 News | Arts | Entertainment, 19 Best of Santa Barbara®, 26 News | Arts | Entertainment, 31 Halloween.

November

December

Calendar grid for November with dates 1-30 and event listings: 2 Dia de los Muertos, 5 Daylight Savings Time Ends, 7 Election Day, 9 Education, 16 Pets & Animals, 22 Local Heroes, 23 Thanksgiving Day, 30 News | Arts | Entertainment.

Calendar grid for December with dates 1-31 and event listings: 7 'Tis the Season *Gift Guide, 13 Hanukkah Begins, 14 News | Arts | Entertainment, 21 Peace on Earth, 25 Christmas Day, 28 Year in Pictures, 31 New Year's Eve.

*special pull-out section

sponsorships

Santa Barbara
Independent
INDEPENDENT.COM

Santa Barbara
INTERNATIONAL
Film
FESTIVAL



Summer Solstice



Community
Environment
Council

MARJORIE LUKE THEATRE
721 EAST COTA STREET ~ SANTA BARBARA

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

arts & lectures
educate • entertain • inspire



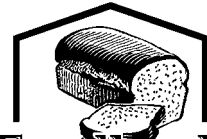
SANTA BARBARA
MUSEUM OF
ART



SANTA BARBARA
MUSEUM OF NATURAL HISTORY



SANTA BARBARA
DOWNTOWN
ORGANIZATION



Foodbank
SANTA BARBARA COUNTY



ENSEMBLE THEATRE COMPANY

GRANADA

WōV
WOMEN'S
ECONOMIC
VENTURES



Parks
&
Recreation
CITY OF SANTA BARBARA

**girls
inc.®**

epicure·sb



**RINCON
CLASSIC**



Select Staffing

Santa Barbara
INTERNATIONAL MARATHON & 1/2 MARATHON



a month
to savor
santa
barbara
cuisine,
libations
and
culture

SANTA BARBARA
RAPE CRISIS CENTER
CENTRO CONTRA
LA VIOLACIÓN SEXUAL



SANTA BARBARA
CITY COLLEGE
THEATRE GROUP



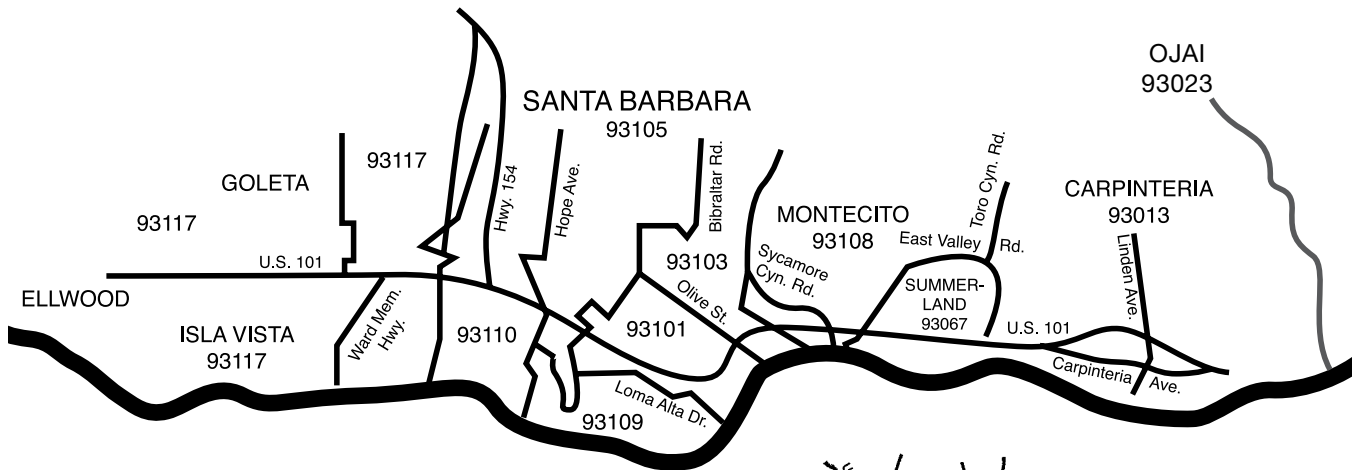
MUSEUM OF CONTEMPORARY ART SANTA BARBARA

SANTA BARBARA
TRIATHLON

Bread & Roses • Lobero Theatre • Center Stage Theatre • UCSB Athletics • CASA
Environmental Defense Center • KCSB • Goleta Valley Historical Society • SOL Food Festival
Pacific Pride Foundation • Muscular Dystrophy Association • Kids Helping Kids • Dramatic Women
Family Service Agency • United Way • UCSB Alumni Association • SB Neighborhood Clinics
Special Olympics • International Women's Festival • SB Dance Alliance • SB Action Pro • KCBX
Theater League • Notes for Notes • Music Academy of the West • SB Symphony • Run SB
SB International Orchid Show • SB Historical Museum • Warren Miller Entertainment
Fast Pitch Santa Barbara • Womens Literacy Festival

12 E. Figueroa Street | Santa Barbara, CA 93101
805.965.5205 fax 805.965.5518
independent.com

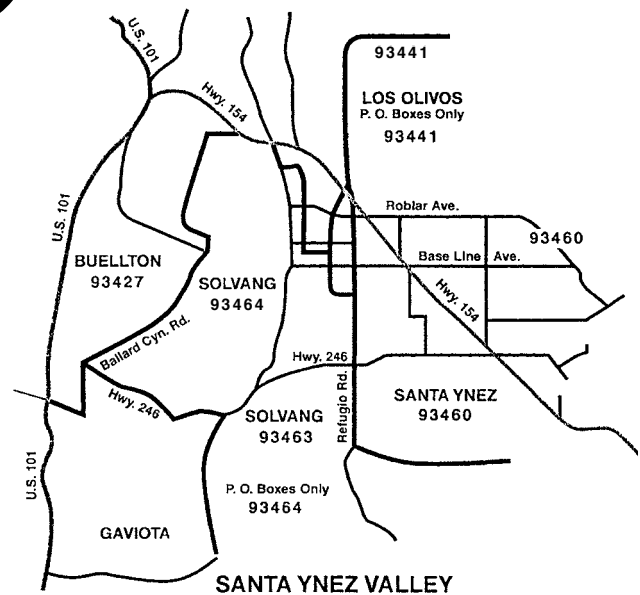
distribution



Community	Zip Code	Distribution
Santa Barbara	93103	1,712
Santa Barbara	93105	3,813
Santa Barbara	93101	14,450
Santa Barbara	93109	1,542
Santa Barbara	93110	1,120
Santa Barbara	93111	600
Goleta	93117	8,519
Montecito	93108	3,301
Summerland	93067	555
Carpinteria	93013	1,435
Ojai	93023	325
Ventura	93003	288
Santa Ynez	93460	387
Solvang	93464	985
Los Olivos	93441	322
Buellton	93427	396
Lompoc	93436	150

Office counter	268
Gross distribution	39,900
Total qualified circulation	39,284
Miscellaneous non-qualified distribution (Includes non-qualified mail, office use, advertising, sales and extra copies)	100
Total Printed	40,000
Returns	522

(Source: Verified Audit Circulation)



Major Areas

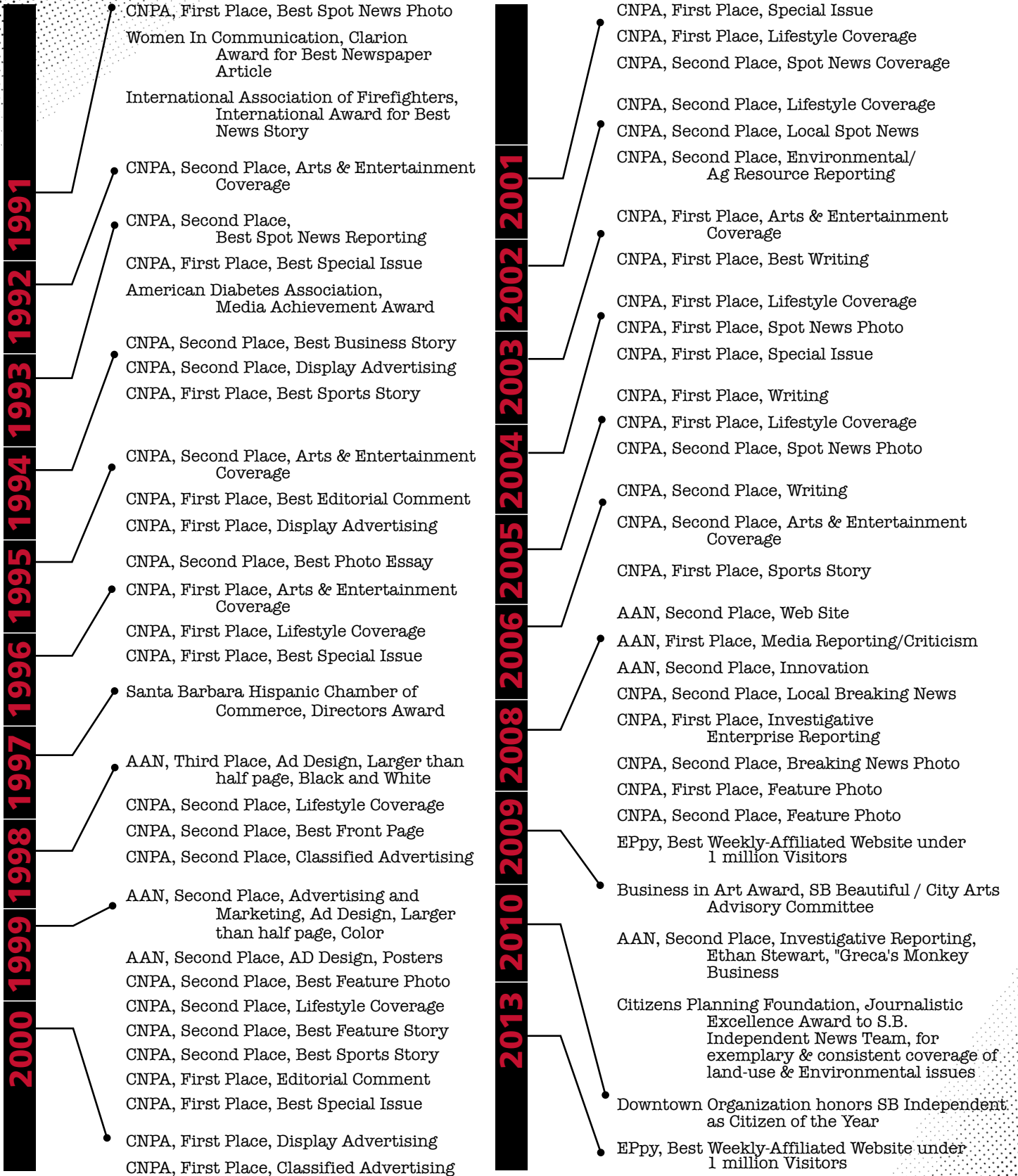
Totals

• Santa Barbara (incl. downtown)	23,237
• Montecito	3,301
• Carpinteria/Summerland	1,990
• Goleta (incl. I.V.)	8,519
• Ojai/Ventura	613
• Santa Ynez Valley (Lompoc, Buellton, Santa Ynez, Los Olivos, Solvang)	2,240

Total:

40,000

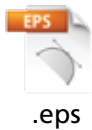
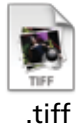
awards An Award Winning Tradition



acceptable media

Our paper is paginated in a Mac-based InDesign environment, but we can accept most ads created in both Mac and Windows operating systems. All images with type should be at least 200dpi at 100% size. Maximum ink density should not exceed 240%. All black-and-white elements should be grayscale, and all color elements should be process cmyk, or tagged with an appropriate color profile. For best reproduction, files types should be vector.

Our expert staff of production designers can accept your premade ad in many file formats:



We can also accept native files from most versions of all popular design applications



Illustrator



Photoshop



InDesign
up to CS5.5
(or .idml)



Quark Express
up to
version 4.1



Word/Office
all versions
(not recommended)



Pages

We prefer PDF files and are happy to provide you with pdf export settings appropriate for our printer. If we are not able to accept your native file, we will help you convert your file to an acceptable format. We also provide in-house advertising design at no extra cost for those without predesigned ads.

ad sizes

ad widths

ad heights

1 col = 1.750" = 10p6	3.00" = 18p0
2 col = 3.667" = 22p0	4.042" = 24p3
2.5 col = 4.583" = 27p6	6.166" = 37p0
3 col = 5.541" = 33p3	8.250" = 49p6
4 col = 7.458" = 44p9	9.333" = 56p0
5 col = 9.375" = 56p3	12.50" = 75p0
Full page bleed = 10.125" x 13.25" (60p9 x 79p6) + .25" (1p6) bleed on all sides	

10 col = 2-page center spread = 19.5" = 117p
(with bleed = 20.25" x 13.25" (121p6 x 79p6)
+ .25" (1p6) bleed on all sides