

2018
MEDIAKIT

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 100,000 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.

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 750 locations stretching from surf points at Rincon to the flower fields of Lompoc.

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.

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, and in 2016 *Independent* publisher Brandi Rivera and senior editor Tyler Hayden were named two of the top twenty-five national honorees in E&P's annual "25 under 35" awards.

We are very proud of our support of community events, nonprofit charities,

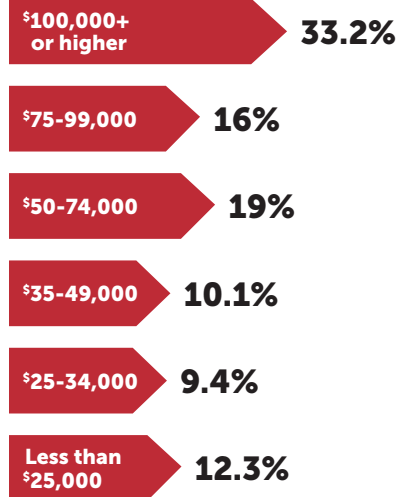
and public service advertisers. The *Santa Barbara Independent* is a major sponsor of the largest community events, including the Santa Barbara International Film Festival, Old Spanish Days, the Summer Solstice, and the Downtown Holiday Parade. Our underwriting covers the breadth of Santa Barbara activity — 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.

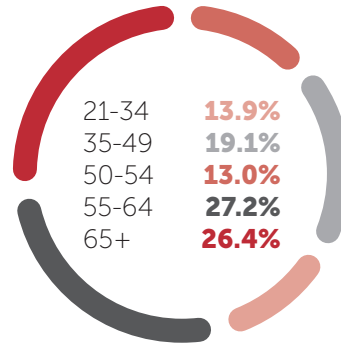


DEMOGRAPHICS

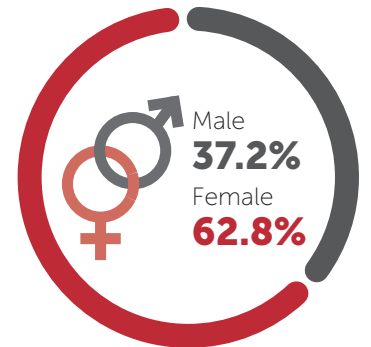
HOUSEHOLD INCOME



AGE



GENDER



LOYALTY

100,000 people read *The Independent* per week
82% of readers read 3 or more issues per month
70% have read all 4 of the last 4 issues

MARKET PENETRATION

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

CONSUMERS

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

EDUCATION

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

DECISION MAKERS

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



Verified Audit Circulation, 2013



REACH

PRINT DISTRIBUTION

Santa Barbara <small>(including Downtown)</small>	23,620
Goleta <small>(including Isla Vista)</small>	8,900
Montecito	3,312
Santa Ynez Valley <small>(Lompoc, Buellton, Santa Ynez, Los Olivos, Solvang, Los Alamos)</small>	2,203
Carpinteria/Summerland	2,000
Ojai/Ventura	465
TOTAL:	40,500

OF LOCATIONS

782

AVERAGE WEEKLY RETURN RATE

3.3%

DEMAND BASED CIRCULATION

The Santa Barbara Independent is a free weekly paper widely distributed in SB County. Our readers are actively seeking out and picking up our paper every week.



Verified Audit Circulation, 2016

DIGITAL

SOCIAL MEDIA



@sbindependent 37,000+ likes



@sbindependent 10,000+ followers



@SBIndpndnt 19,000+ followers

WEB

382,000+ visits per month

216,000+ absolute unique visitors

661,000+ pageviews per month

Source: Google Analytics

- Monthly Averages 2016



PRINT AD RATES

STANDARD RATES All prices are based on black-and-white ad space.

AD NAME	COLUMN INCHES	DIMENSIONS	OPEN	8 ads*	13 ads*	26 ads*	52 ads*
Full Page [†] (FP)	62.5in.	9.375" x 12.5"	1,895	1,610	1,516	1,421	1,298
5x9	46.65in.	9.375" x 9.333"	1,540	1,309	1,231	1,155	1,057
3x12	37.5in.	5.541" x 12.5"	1,234	1,050	988	927	847
Half Page (1/2 Horizontal)	31.25in.	9.375" x 6.166"	1,020	866	815	765	700
Half Page (1/2 Vertical)	31.25in.	4.583" x 12.5"	1,020	866	815	765	700
Junior Page (JR)	28in.	5.541" x 9.333"	924	785	740	693	634
2x12	25in.	3.667" x 12.5"	829	704	663	622	569
3x8	24.75in.	5.541" x 8.25"	828	703	662	621	568
3x6	18.66in.	5.541" x 6.166"	625	531	500	469	431
2x9	18.66in.	3.667" x 9.333"	625	531	500	469	431
2x8	16.5in.	3.667" x 8.25"	565	480	451	423	386
Quarter Page (1/4)	15.42in.	4.583" x 6.166"	524	445	419	393	359
1x12	12.5in.	1.75" x 12.5"	423	360	338	318	289
Fifth Page (1/5)	12.33in.	3.667" x 6.166"	420	356	336	314	287
3x4	12.13in.	5.541" x 4.042"	414	352	332	310	286
1x9	9.33in.	1.75" x 9.333"	315	268	253	237	216
3x3	9in.	5.541" x 3.00"	303	258	243	228	208
1x8	8.25in.	1.75" x 8.25"	286	243	229	214	197
Small Square (SS)	8.08in.	3.667" x 4.042"	278	237	222	208	189
1x6	6.16in.	1.75" x 6.166"	214	183	172	161	148
Big Business Card (BBC)	6in.	3.667" x 3.00"	206	175	165	154	140
1x4	4.04in.	1.75" x 4.042"	146	124	117	110	100
1x3	3in.	1.75" x 3.00"	108	92	86	81	75

* Ads run in consecutive weeks † Full Page with bleed specs available upon request

+ ADD ONS

+ COLOR

SIZE	PRICE
1/2 to FP	+285
2x9 to JR	+200
1x8 to 2x8	+160
1x3 to SS	+100

+ GUARANTEED POSITION

Guaranteed position is available as space permits. A **25%** guaranteed placement fee applies.

YEARLY BULK RATES

Bulk rates are provided for advertisers who have indefinite scheduled or reasonable budgets and cannot accommodate our weekly or every-other-week frequency schedules.

COLUMN INCHES	PRICE/COL. IN
3,500" +	16.95
2,000" up to 3,499"	19.18
1,375" up to 1,999"	20.48
850" up to 1,374"	22.66
550" up to 849"	23.82
375" up to 549"	26.36
250" up to 374"	27.48
150" up to 249"	28.95
75" up to 149"	30.21

All guidelines published in our Contract Terms and Conditions apply to these Yearly Bulk Rates. The Publisher reserves the right to cancel these contracts at any time due to lack of timely payment, perceived inability to fulfill contract terms, or any other cause. Effective 1/1/2017

AGENCY RATES

The Open rate, 8-ad rate, and the bulk rates up to 849 inches are commissionable at **15%** to recognized agencies. Color, placement fees, and any other additional charges are not commissionable.

NONPROFITS

We gladly offer a **20%** discount to all nonprofit organizations, which is equivalent to the 13-time rate.

PRINT AD SPECS

FILE FORMATS

Preferred file format: PDF

Files should be vectorized and exported from their native program preserving all editing capabilities. All other file formats submitted will be converted to PDFs prior to placement.

Acceptable formats: EPS, AI, PSD, IDML

For optimal results, files must have their components embedded and fonts outlined. IDML files must include all packaged components.

Acceptable formats (not recommended):

JPG, TIFF, Microsoft Word, Apple Pages

Files will be converted to the best of our abilities and are subject to conversion anomalies. We are unable to accept Microsoft Publisher files of any kind.

RESOLUTION

All image components should be minimum 150 dpi (300 dpi recommended). Ads submitted in a non-vectorized format should be at least 200 dpi.

COLOR

Color profile: CMYK (US Web Uncoated v2)

All files submitted should use the CMYK color space and tagged with the color profile U.S. Web Uncoated v2. Files submitted with the incorrect color profile or color space (RGB, Spot, LAB, indexed, or other embedded profiles) will be converted and are subject to conversion anomalies.

Rich Black (4-color black)

Avoid using 4-color black and gray for text when printing on newsprint as it increases the chances of registration shift, which will decrease the legibility of your text. RGB black automatically converts to 4-color black in CMYK.

Reverse Type

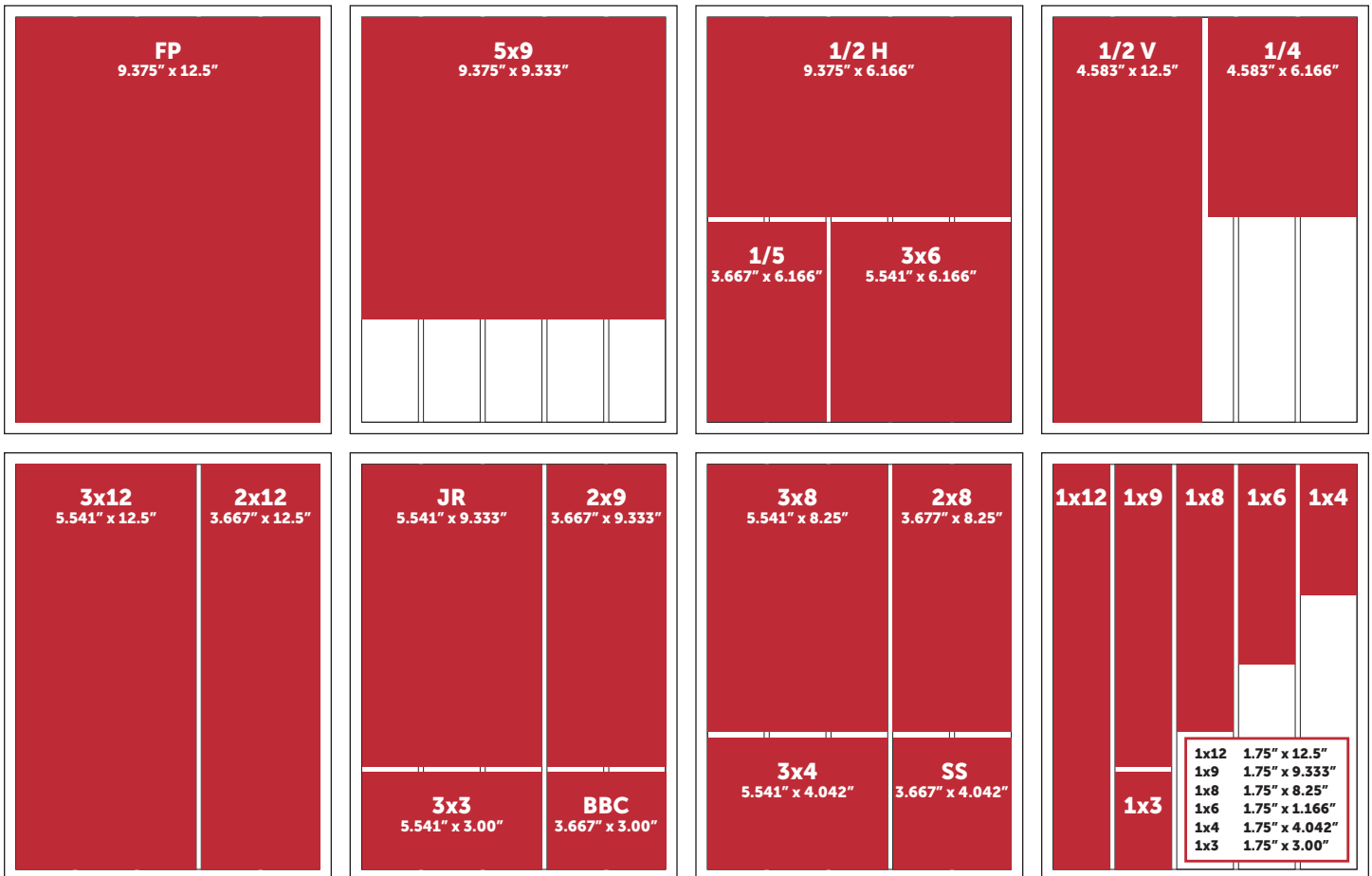
Reverse type should be avoided when using multiple color plates and should not be used with text at smaller than 10 points.

Ink Density and Dot Gain

Total ink density should not exceed 220%. Dot gain is 20%.

Newsprint Cautions

Printing on newsprint lends itself to color variation and anomalies. Please take note that the appearance of digital files can differ significantly from the final printed product.



CLASSIFIED RATES

DISPLAY ADS

Col. Wide x Inches High

	OPEN	8 ads 10% discount	13 ads 15% discount	26 ads 20% discount	52 ads 25% discount
Per Column Inch (general)	28	25.20	23.80	21	18.20
Per Column Inch (employment)	25	22.50	21.25	18.75	16.25

Color Ads are available for an additional \$5 per inch.

BUSINESS LINE ADS

	OPEN	8 ads	13 ads	26 ads	52 ads
Per line - 33 characters	4.50	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 FOR LINE ADS

Max dimensions 1" x .5"	\$10/week	22.50	21.25	18.75	16.25
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PRIVATE LINE ADS

	3.00	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 10a.m.

NON-PROFIT ORGANIZATIONS

We will gladly extend a 20% discount to all nonprofit 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

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

CIRCULATION 40,600 weekly copies are distributed throughout Santa Barbara County. Our circulation is audited by



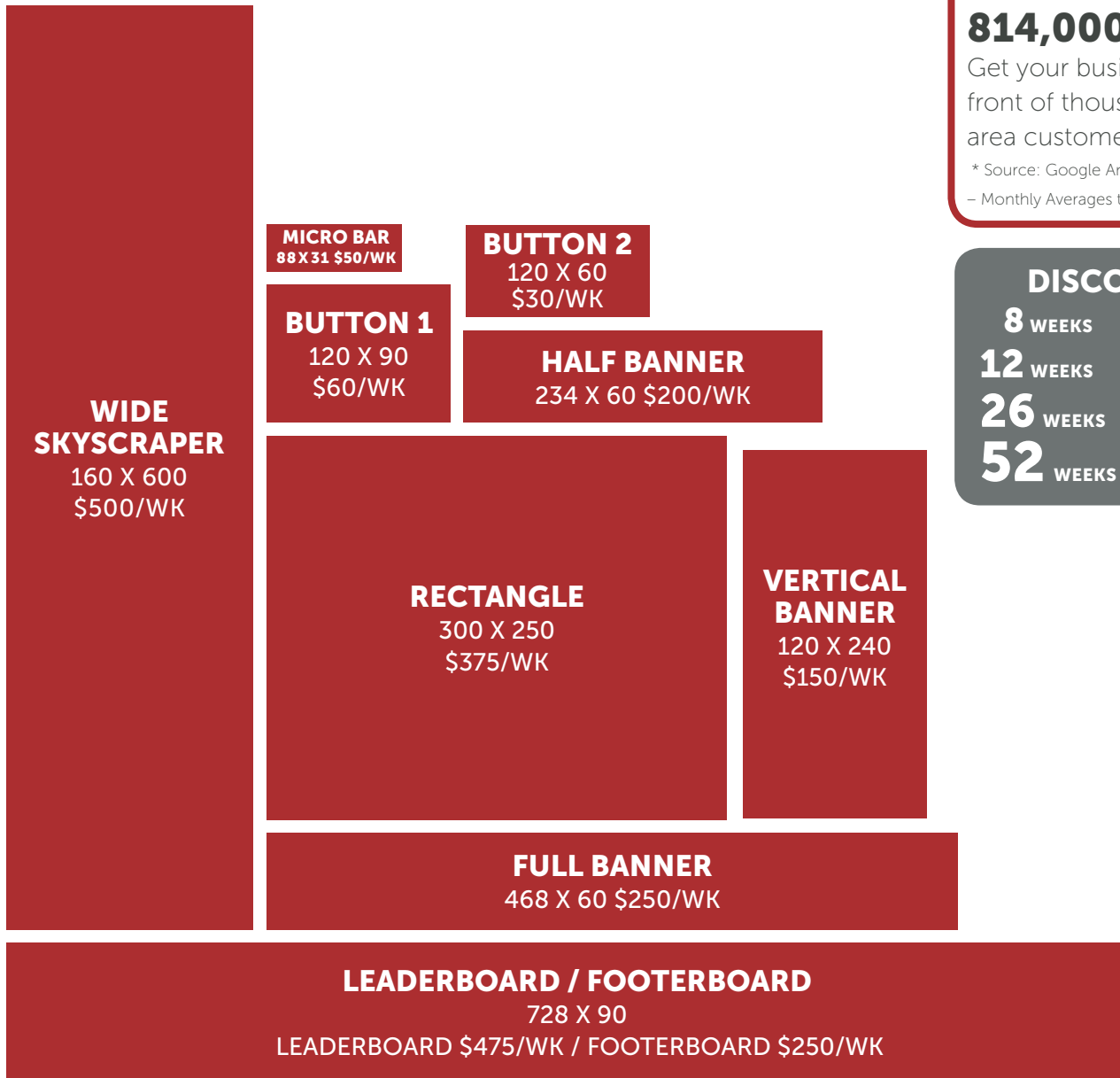
Effective 1/1/2016

ONLINE RATES

THE LOCAL DAILY NEWS SOURCE

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...

492,000+ VISITS PER MONTH

270,000+ ABSOLUTE UNIQUE VISITORS

814,000+ PAGEVIEWS PER MONTH

Get your business in front of thousands of area customers.

* Source: Google Analytics

– Monthly Averages through 5/2018

DISCOUNTS:

8 WEEKS	15%
12 WEEKS	20%
26 WEEKS	25%
52 WEEKS	35%

Ads not shown at actual sized and have been scaled to fit.

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, up to 3-part .GIF and 3-loop Flash allowed

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

Effective 2017

DAILY NEWSLETTER

Ad #1

Santa Barbara Independent WHO. WHAT. NOW.



Students Convince Yang to Advocate for Fossil Fuel Divestment

Three-day sit-in sways UCSB chancellor to advocate with other UC leaders.

BY SABRINA MCGRAW

Loon Point of Contention



County curtails access, Coastal Commission steps in.

BY KEITH HAMM

Brooklyn Rider at UCSB



The augmented string quartet plays works by Glass and Kalhor.

BY CHARLES DONELAN

South Coast Business & Technology Awards Presented



700 people attend event that benefits the Scholarship Foundation.

BY GAIL ARNOLD

Ad #4

Itchy and Scratchy in Goleta



Water district turns to its wells to reduce chloroform producers.

BY JEAN YAMAMURA

Ad #2

CLICK HERE FOR TODAY'S EVENTS

Ad #3

All ads shown at 45% actual size

FRESH STORIES FROM **INDEPENDENT.COM** EVERY DAY. IN YOUR INBOX.

SIZES & PRICING

AD #1

468x60 • \$200/week

AD #2

234x60 • \$100/week

AD #3

160x600 • \$175/week

AD #4

300x250 • \$150/week

The **INDEPENDENT.COM DAILY NEWSLETTER** is emailed to our 13,000+ subscriber list, loaded with the latest and greatest stories from Independent.com. It's affordable, it's direct, and it's the way for you to reach these dedicated daily readers with your business. It's the best way to stay on top of all the news, arts, entertainment, culture, and events happening in Santa Barbara. Our Subscribers want this news in their inbox, every day, and you can be there, too.

Visit **independent.com/email** to sign up!

PROMOTIONS

Turn our readers into your customers.

Want to know more about our readers? Create a custom contest!

PROMOTIONAL OPPORTUNITIES

- Sweepstakes
- Photo Contests
- Quizzes
- Surveys

CONTEST BENEFITS

- Targeted email leads from entrants
- Opportunity to ask entrants 3-4 survey questions
- Opportunity to offer a thank-you coupon to entrants
- Prominently featured on the contest page and in all promotional materials including print, web, social, and newsletter

PRICING:
starts at **\$1,800 + Prize**

Our Promotions Newsletter brings contests, events, and promotions to our readers' inboxes every week. Subscribe at independent.com/promos



PAST EXCLUSIVE PROMOTIONS:

Solar Power Quiz presented by Sunrun Solar

Fido's Photo Contest presented by K-Nine Solutions

Grocery Giveaway presented by Tri-County Produce

COVER STICKY NOTES

A UNIQUE ADVERTISING OPPORTUNITY



COST:
\$2,500

Includes cost of printing the sticky note plus a quarter-page color print ad

SIZE:
3" x 3"

DEADLINE:
Three weeks prior to the publication

ONLY ONE AVAILABLE PER PUBLICATION

INSERT RATES

PRICING

Inserts (minimum 4 pages) are available in each *Independent* issue. All inserts are stitched and trimmed into the center of the issue. Prices do not include design of the insert but quotes are available by request.

4 pages, newsprint.....\$4,000

Additional 4 pages +2,000

With color, 4 pages +500

35# 80 Brite ("HiBrite")\$4,600

Additional 4 pages +2,300

With color, 4 pages +500

50# Vellum ("book stock")..... \$5,500

Additional 4 pages +3,000

With color, 4 pages +500

60# Glossy ("cover") stock, 4 pages \$6,250

Additional 4 pages +3,700

With color, 4 pages +500

SPECIFICATIONS

Sizing

Final Page Trim Size: 10.125" x 13.25"

Workable area within trim: 9.375" x 12.5"

Bleed (optional): Add 0.25" all around

Center Spread Dimensions:

trim size: 20.25" x 13.25" (121p6 x 79p6)

safe zone: 19.5" x 12.5" (117p x 75p)

Color

All color elements must be four-color process (CMYK) and tagged with appropriate color profile (U.S. Web Uncoated v2), not RGB.

Overruns

Additional copies of inserts are available for purchase.

Minimum 1,000 copies. Prices below are per 1,000.

Newsprint \$250

Hi-Brite \$105

Vellum \$110

Resolution

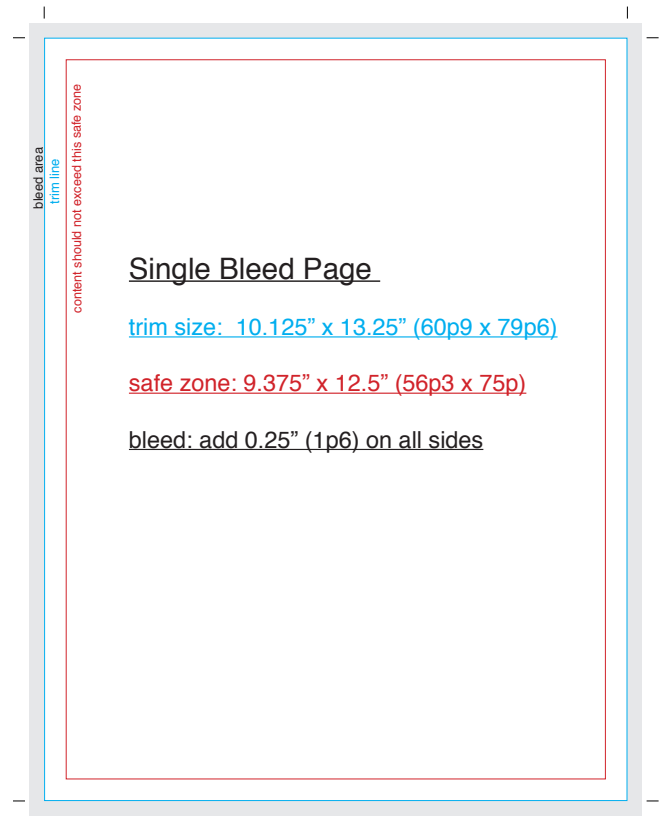
All images and photos should be at least 200 dpi at 100%.

Acceptable Formats

For best reproduction, .PDF or other vector-based files are recommended. Pixel-based files such as .TIF or .JPG are accepted, but not recommended. Native IDML files must be packaged.

Other

All text should be embedded or converted to outlines. Adobe InDesign and PDF templates, InDesign PDF export presets, and color profiles are available upon request to ensure proper PDF export.



Insert Page Template shown at 30% scale
(Center Spread Template not shown)

Online Issue

To appear in our online issue, a 4-page (no spreads) web-optimized file must be provided. Export settings available upon request.

FULL-PAGE BLEED SPECS

Bleed Zone

Trim Line

Live Area Margin

All text and critical graphic elements should be placed inside the live area. Any additional content that extends outside the live area must also extend through the bleed zone.

FINAL TRIM SIZE

10.125" x 13.25" (60p9 x 79p6)

LIVE AREA MARGIN

9.375" x 12.5" (56p3 x 75p0)

Margins are .375" (2p3) from the trim line

BLEED

Add 0.25" (1p6) on all sides

FINAL EXPORTED DOCUMENT SIZE

10.625" x 13.75" (63p9 x 82p6)

NOTE

Documents should be exported with the document bleed setting with no added printer marks.

**TEMPLATES FOR INDESIGN, ILLUSTRATOR, AND PHOTOSHOP
ARE AVAILABLE UPON REQUEST.**

AWARDS

2017 ASSOCIATION OF ALTERNATIVE NEWSMEDIA



Feature Story - **The Kidnap Scam**

2017 CNPA ADVERTISING EXCELLENCE



Best Creative ROP Ad - **Tri-County Produce**

Best Multi-Color Ad - **Nectar Restaurant**

Best Niche Product; Non-Magazine - **Real Estate section**



Best Niche Product; Non-Magazine - **Education Issue**

Best Plus Advertising Idea - **Locals' Brew Bracket**

2017 CNPA BETTER NEWSPAPER CONTEST



Non-Profile Feature Story - **Transgender Life in Santa Barbara**

Illustration - **Vanilla Ice**

Sports Action Photo - **Sandspit Surf**

Artistic Photo - **Las Cumbres Observatory Global Telescope Network**



Coverage of Business News - **Is It High Time? Santa Barbara and the Pot Prop**

Inside Page Layout & Design Tabloid - **Community Arts Workshop, Staycation, and Nell Campbell**

Agricultural Reporting - **Following the Santa Barbara Wine Country Ordinance**

2016 ASSOCIATION OF ALTERNATIVE NEWSMEDIA



Editorial Layout - **Taco Town**

2016 CNPA ADVERTISING EXCELLENCE



Best Color Ad - **Paseo Nuevo Shopping Center**

Best Promotional Ad Series - **SB Independent Real Estate Section**

Best Advertising Idea - **SB Independent Real Estate Section**

2016 CNPA BETTER NEWSPAPER CONTEST



Agricultural Reporting - **Flexing Muscles Over Mussels**

Breaking News - **Oil Spill**

Business News - **Game of Drones**

Feature Story - **Sharks Alive**

Photo Illustration - **Ashton Eaton at Westmont**



Sports Feature - **Shooting Star**

Best Column - **Angry Poodle**

2018

Santa Barbara Independent

INDEPENDENT.COM NEWS | LIVING | ARTS | ENTERTAINMENT

2018

January

	S	M	T	W	T	F	S	
1			1	2	3	4	5	6
4		7	8	9	10	11	12	13
11		14	15	16	17	18	19	20
15		21	22	23	24	25	26	27
18		28	29	30	31			
25								

1 New Year's Day
4 News | Arts | Entertainment
11 News | Arts | Entertainment
15 Martin Luther King Jr. Day
18 Calendar of Fundraisers
25 SBIFF

February

	S	M	T	W	T	F	S	
1						1	2	3
8		4	5	6	7	8	9	10
14		11	12	13	14	15	16	17
15		18	19	20	21	22	23	24
19		25	26	27	28			
22								

1 SBIFF
8 News | Arts | Entertainment
14 Valentine's Day
15 News | Arts | Entertainment
19 Presidents' Day
22 News | Arts | Entertainment

March

	S	M	T	W	T	F	S	
1						1	2	3
8		4	5	6	7	8	9	10
11		11	12	13	14	15	16	17
15		18	19	20	21	22	23	24
17		25	26	27	28	29	30	31
22								
29								
30								

1 News | Arts | Entertainment
8 News | Arts | Entertainment
11 Daylight Saving Time Begins
15 Going Green
17 St. Patrick's Day
22 News | Arts | Entertainment
29 Summer Camp
30 Passover Begins

April

	S	M	T	W	T	F	S	
1		1	2	3	4	5	6	7
5		8	9	10	11	12	13	14
12		15	16	17	18	19	20	21
19		22	23	24	25	26	27	28
22		29	30					
26								

1 Easter Sunday
5 News | Arts | Entertainment
12 News | Arts | Entertainment
19 Earth Day Issue
22 Earth Day
26 Wedding Guide*

May

	S	M	T	W	T	F	S	
3				1	2	3	4	5
5		6	7	8	9	10	11	12
10		13	14	15	16	17	18	19
13		20	21	22	23	24	25	26
17		27	28	29	30	31		
24								
28								
31								

3 News | Arts | Entertainment
5 Cinco de Mayo
10 Jobs/Careers Issue
13 Mother's Day
17 Home & Garden*
24 News | Arts | Entertainment
28 Memorial Day
31 News | Arts | Entertainment

June

	S	M	T	W	T	F	S	
7							1	2
14		3	4	5	6	7	8	9
17		10	11	12	13	14	15	16
21		17	18	19	20	21	22	23
23		24	25	26	27	28	29	30
28								

7 News | Arts | Entertainment
14 Adventure Guide*
17 Father's Day
21 Solstice
23 Solstice Parade
28 Burger Week

July

	S	M	T	W	T	F	S	
4		1	2	3	4	5	6	7
5		8	9	10	11	12	13	14
12		15	16	17	18	19	20	21
19		22	23	24	25	26	27	28
26		29	30	31				

4 Independence Day
5 News | Arts | Entertainment
12 News | Arts | Entertainment
19 Senior Guide
26 News | Arts | Entertainment

August

	S	M	T	W	T	F	S		
1						1	2	3	4
3		5	6	7	8	9	10	11	12
9		12	13	14	15	16	17	18	19
16		19	20	21	22	23	24	25	26
23		26	27	28	29	30	31		
30									

1 Fiesta Issue
Fiesta Guide*
3 Fiesta Parade
9 Back to School
16 News | Arts | Entertainment
23 News | Arts | Entertainment
30 Farm/Wine Guide*
Foodie Awards

September

	S	M	T	W	T	F	S		
3							1	2	3
6		2	3	4	5	6	7	8	9
13		9	10	11	12	13	14	15	16
18		16	17	18	19	20	21	22	23
20		23	24	25	26	27	28	29	30
27									

3 Labor Day
6 News | Arts | Entertainment
13 News | Arts | Entertainment
18 Yom Kippur Begins
20 News | Arts | Entertainment
27 News | Arts | Entertainment

October

	S	M	T	W	T	F	S		
4		1	2	3	4	5	6	7	8
11		7	8	9	10	11	12	13	14
18		14	15	16	17	18	19	20	21
25		21	22	23	24	25	26	27	28
31		28	29	30	31				

4 News | Arts | Entertainment
11 News | Arts | Entertainment
18 Best Of Santa Barbara®
25 News | Arts | Entertainment
31 Halloween

November

	S	M	T	W	T	F	S		
1						1	2	3	4
4		4	5	6	7	8	9	10	11
6		11	12	13	14	15	16	17	18
8		18	19	20	21	22	23	24	25
11		25	26	27	28	29	30		
15									
21									
22									
29									

1 News | Arts | Entertainment
4 Daylight Saving Time Ends
6 Election Day
8 Education
11 Veterans Day
15 News | Arts | Entertainment
21 Local Heroes
22 Thanksgiving Day
29 News | Arts | Entertainment

December

	S	M	T	W	T	F	S		
2							1	2	3
6		2	3	4	5	6	7	8	9
13		9	10	11	12	13	14	15	16
20		16	17	18	19	20	21	22	23
25		23	24	25	26	27	28	29	30
27		30	31						
31									

2 Hanukkah Begins
6 'Tis the Season Gift Guide*
13 News | Arts | Entertainment
20 Peace on Earth
25 Christmas
27 Year in Pictures
31 New Year's Eve

*special pull-out section

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