

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!**

Santa Barbara Independent INDEPENDENT.COM

Statistics:*

Consistent Traffic Month to Month...

415,000+ VISITS
PER MONTH

250,000+ ABSOLUTE
UNIQUE VISITORS

800,000+ PAGEVIEWS
PER MONTH

Get your business in front of thousands of area customers.

* Source: Google Analytics - Monthly Averages 2014

WIDE SKYSCRAPER
160 x 600
\$500/WK

RECTANGLE
300 x 250
\$375/WK

VERTICAL BANNER
120 x 240
\$150/WK

HALF BANNER
234 x 60 \$200/WK

BUTTON 1
120 x 90
\$60/WK

BUTTON 2
120 x 60 \$30/WK

MICRO BAR
88 x 31 \$50/WK

FULL BANNER
468 x 60 \$250/WK

DISCOUNTS:

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

LEADERBOARD / FOOTERBOARD
728 x 90
LEADERBOARD \$475/WK / FOOTERBOARD \$250/WK

SQUARE BUTTON
125x125
\$75/WK

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
Effective 2015

CONTACT US TODAY
805-965-5205

Effective 1/1/2016