

# THE INDEPENDENT & ZION GUIDE

## 2021 MEDIA KIT

### CONTENT & DISTRIBUTION

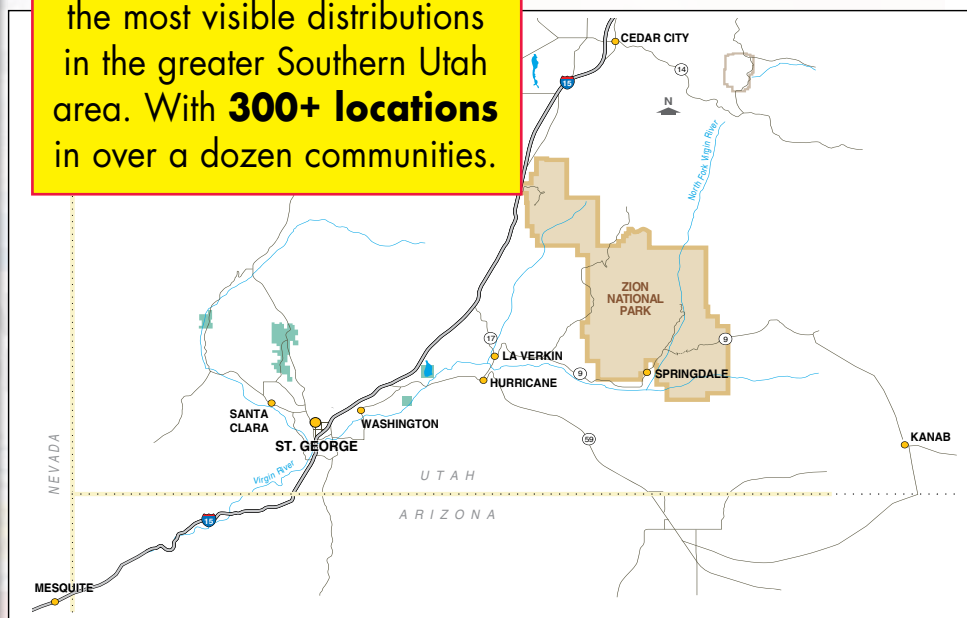
#### THE INDEPENDENT - CELEBRATING 25 YEARS!

**Southern Utah's premier entertainment guide, Since 1996.**

- Largest circulation of any newspaper or magazine in the greater Southern Utah area
- Arts, Music, Entertainment, Theater, Recreation & the most complete Calendar of Events
- Reaching 30,000 - 40,000 readers per month and distributed on the first Friday every 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.



**THE INDEPENDENT**  
— A Voice for Southern Utah —  
**SUINDEPENDENT.COM**

**THE INDEPENDENT & ZION GUIDE** are  
publications of Independent Publishing  
Company, Inc. of St. George, Utah.  
435-656-1555  
SUindependent.com | ZionGuide.com

# THE INDEPENDENT & ZION GUIDE

# ADVERTISING RATES - 2021

## Monthly Display Advertising Rates

New Lower Rates - effective January 1st, 2021.

Size	1 Month Rate	4 Month Rate	8 Month Rate	12 Month Rate
<b>Oversized Full Page</b>	<b>1,400</b>	<b>1050</b>	<b>910</b>	<b>770</b>
<b>Full Page</b>	<b>1,050</b>	<b>790</b>	<b>685</b>	<b>580</b>
<b>3/4 Page</b>	<b>840</b>	<b>630</b>	<b>545</b>	<b>460</b>
<b>9/16 Page</b>	<b>735</b>	<b>550</b>	<b>480</b>	<b>405</b>
<b>Oversized 1/2 Page</b>	<b>735</b>	<b>550</b>	<b>480</b>	<b>405</b>
<b>1/2 Page</b>	<b>625</b>	<b>470</b>	<b>405</b>	<b>345</b>
<b>3/8 Page</b>	<b>525</b>	<b>395</b>	<b>340</b>	<b>290</b>
<b>1/4 Page</b>	<b>370</b>	<b>280</b>	<b>240</b>	<b>205</b>
<b>3/16 Page</b>	<b>290</b>	<b>220</b>	<b>190</b>	<b>160</b>
<b>1/8 Page</b>	<b>210</b>	<b>160</b>	<b>135</b>	<b>115</b>
<b>1/16 Page</b>	<b>135</b>	<b>100</b>	<b>90</b>	<b>75</b>

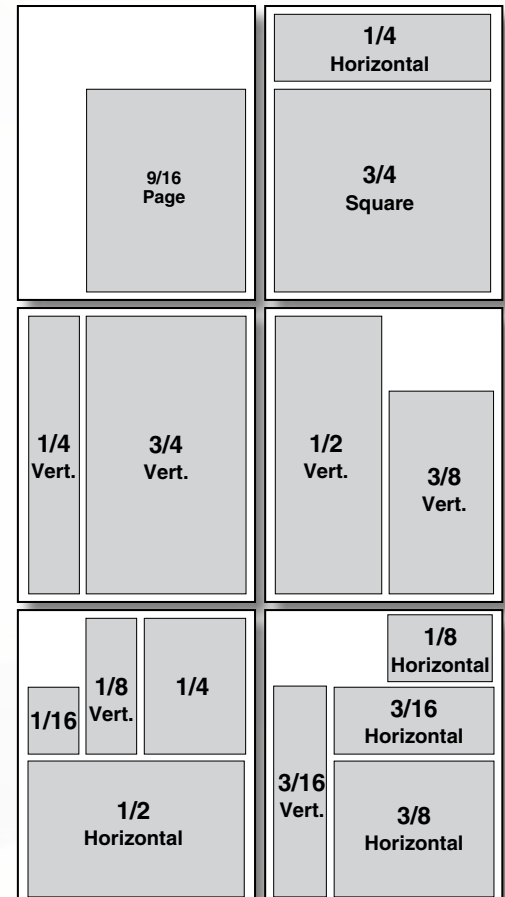
**DOWNTOWN ST. GEORGE FEATURE, 2.5"w X 3"h ~ \$75 per month, 6X min. contract**

**SPRINGDALE or KANAB MAP, 1.625"w X 1.5"h ~ \$65 per month, 3.25"w X 1.5"h ~ \$100 per month, 6X 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:

Featured Event Calendar Listing	\$150/Mo.
Main Image Front Cover	\$1800
Front Cover Cameo Spot	\$600
Non-Event Press Release	\$300
Event Press Release	\$200

# THE INDEPENDENT & ZION GUIDE

# DEADLINES & DISCLAIMERS

Founded in 1996, **The Independent** is Southern Utah's premier arts, music and entertainment publication. It is currently published the 1st Friday of each month. Circulation, as of January of 2019, has grown to over 21,000 copies distributed free each month, with an estimated readership of 35,000. It is available at over 300 locations throughout St. George, Washington, Ivins, Santa Clara, Cedar City, Beaver, Hurricane, La Verkin, Kanab and Springdale, Utah & Mesquite, Nevada.

## Placement

Placement can be guaranteed (when available) for an additional 10% 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.



**THE INDEPENDENT**  
 — A Voice for Southern Utah —  
**SUINDEPENDENT.COM**



NEWS ▾ OPINION ▾ CULTURE ▾ FEATURES ▾ CALENDAR ▾ GUIDES ▾ INFO ▾ SUNDAY EDITION DONATE 🔍

**TOP BANNER**

Sitewide: \$275/month  
 Ad showcased on desktop & tablets,  
 not visible on mobile phones  
 (728 X 90 px banner at the top of the site)



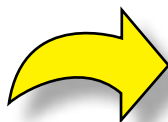
**MED. RECTANGLE**

Sitewide \$225/month  
 Ad showcased on desktop, tablets, and  
 also displays on mobile phones  
 (300 X 250 px Square on the right of the site)



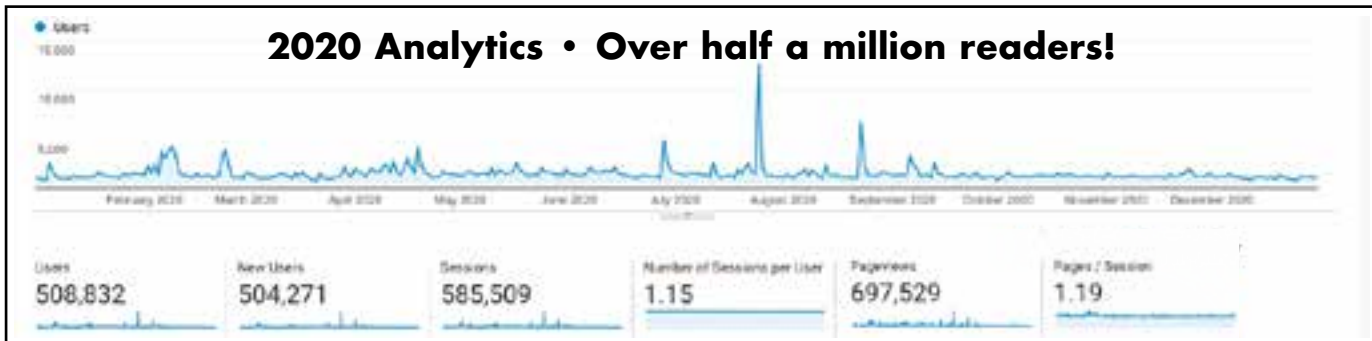
**SKYSCRAPER**

Sitewide \$175/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  
 \$200/week or \$500/month



**SUNDAY EDITION ~ EMAIL BLAST PACKAGE  
 \$350/WEEK**

Our weekly local edition for Southern Utah  
 Ad buy includes **EXCLUSIVE** placement of large mid-story ad and **EXCLUSIVE**  
 ad in email blast delivered to thousands of readers each week!

(700 X 190 px mid-story of every piece of content the site)



The screenshot shows the website's header with navigation links like 'NEWS', 'OPINION', 'CULTURE', 'FEATURES', 'CALENDAR', 'GUIDES', 'COVID-19 INFO', 'SUNDAY EDITION', and 'DONATE'. A banner for 'FILET & LOBSTER' is visible. The main content area features a 'Red Carpet Event' on Feb 17 at Electric Theater in St. George, UT, which is highlighted with a blue background and a 'FEATURED EVENT' badge. Below it, a list of other events is shown, including 'ICL Lifelong Learning Classes', 'Saiet G...', 'Story Time @ Hurricane', 'From Dust', 'Dixie Athletics: Women's Tennis at Weber State', 'Confrence Park meeting', 'City Council meeting', and another 'Red Carpet Event'. On the right side, there is a 'LIVE MUSIC EVERY SATURDAY!' advertisement for 'SOUTH CANYON BREW PUB' and an 'UPCOMING EVENT CALENDAR' for the week of Feb 17-19, listing events like 'Utah Watercolor Society', 'Character Sketches', 'The Julliard String Quartet CANCELED', 'The Fantasticks', and 'The JT Bery Band Live at Miles Tarenti'. A search bar and 'Categories & Search' options are also present.

**FEATURED EVENT  
IN CALENDAR  
\$5/DAY OR \$150/MO.**

**Featured Events** stick to the top of the  
**Events Calendar** page,  
And they are **highlighted** on the **widget**  
on every page of the site!  
They also are **highlighted** on the **calendar**  
**itself** when people are scrolling through it.

**Submitting a free or Featured Event listing on SUindepdent.com calendar not only gets your event live immedietly, but it also connects to a network of thousands of online calendars in our network, so your event also appears in search results in those calendars for our area. Your submission also sumbits it for consideration to our print calendar. Print calendar is hand edited, so inclusion is not guaranteed. Contact your rep for details.**