



***Let us help you
improve your
marketing and
your results.***



Reach up to **1,000,000**
readers throughout the Valley
with our digital dailies, print
newspapers, and magazine.



 **INDEPENDENT**
NEWS MEDIA
Celebrating & Connecting Our Communities
YourValley.net

Our Readers. Your Customers.

SERVING THE PHOENIX-AREA MARKET SINCE 1970

COMMUNITY PRINT PROFILES

APACHE JUNCTION/ GOLD CANYON

85119, 85120

Age 49

Income \$37,412

Home Value \$88,800

85118

Age 63

Income \$67,605

Home Value \$257,050

Circulation 33,000

POSTAL & BULK DELIVERY MONTHLY

GLENDALE

SERVING ARROWHEAD RANCH AREA

85308, 85310

Age 33

Income \$79,122

Home Value \$208,600

Circulation 10,000

POSTAL & BULK DELIVERY MONTHLY

85310: No. 19 for wealthiest ZIP code in the Phoenix market.

LITCHFIELD PARK/ ESTRELLA

85340

Age 47

Income \$78,056

Home Value \$271,400

85338

Age 38

Income \$73,900

Home Value \$262,600

Circulation 10,000

POSTAL & BULK DELIVERY MONTHLY

PEORIA

85373, 85381, 85382, 85383

Age 39

Income \$71,607

Home Value \$208,650

Circulation 19,500

DRIVEWAY & BULK DELIVERY BI-WEEKLY

85383: No. 7 for wealthiest ZIP code in the Phoenix market.

QUEEN CREEK

85142

Age 30

Income \$87,248

Home Value \$260,200

Circulation 24,000

POSTAL & BULK DELIVERY MONTHLY

SCOTTSDALE

85258, 85259, 85255

Age 46

Income \$105,156

Home Value \$542,200

Circulation 50,500

POSTAL & BULK DELIVERY MONTHLY

85259: No. 5 for wealthiest ZIP code in the Phoenix market.

85255: No. 3 for wealthiest ZIP code in the Phoenix market.

SUN CITY

85351, 85373

Age 73

Income \$36,762

Home Value \$116,200

Circulation 19,500

DRIVEWAY & BULK DELIVERY WEEKLY

SUN CITY WEST

85375

Age 75

Income \$44,783

Home Value \$174,050

Circulation 12,500

DRIVEWAY & BULK DELIVERY WEEKLY

SURPRISE

85374, 85379, 85388

Age 39

Income \$60,065

Home Value \$185,650

Circulation 26,300

DRIVEWAY & BULK DELIVERY WEEKLY

TOWN OF PARADISE VALLEY

85253

Age 52

Income \$142,746

Home Value \$1,166,300

Circulation 8,500

POSTAL DELIVERY WEEKLY

No. 1 for wealthiest ZIP code in the Phoenix market.



3 out of 4 decision makers say they factor "trust-related attributes" when deciding how to allocate ad budgets. More than half say media companies protect consumer privacy and show corporate social responsibility to their communities.

Source: Advertiser Perceptions (40%marketer/60%agency) March 2019

Display Advertising Rates

Agreements are for consecutive months and/or weeks. **Prices Are Per Market, Per Insertion**
All rates include appropriate city tax.

**All Rates
Include
Color!**

Daily Independent

Subscription newspaper	AD SIZE	Contract	Non-contract
Monday-Saturday 4,000 print daily	Full	\$175	\$350
	Half	\$125	\$250
	Third	\$99	\$200
	Quarter	\$75	\$150
	Sixth	\$50	\$100
	Eighth	\$45	\$90



Direct Mailed

Apache Junction/ Gold Canyon

33,000 Print monthly

AD SIZE	12-month	6-month	Non-contract
Full	\$995	\$1,447	\$1,900
Half	\$550	\$775	\$1,000
Third	\$450	\$675	\$900
Quarter	\$375	\$525	\$700
Sixth	\$300	\$450	\$600
Eighth	\$250	\$375	\$500

Ask us about page one sticky notes.

Independent Newsmedia is a nonpartisan news organization so we stand by our unbiased coverage of local political news. While we do accept political advertising in our print publications, we do not accept politically driven ads to be purchased on our front page.

YourValley.net Digital Daily Ads

Average visitor returns 3 times weekly

400,000 users per month

3,000,000 visitors a year

Leaderboard: Top of page
One Block: Side of page
Video: Anywhere on page
\$10 per 1,000 impressions
Two Block: Side of page doubled
Add \$5 per 1,000 impressions
Options: Run of Site, Community pages or Entertainment
\$75 first time set up fee
\$200 minimum spend without print campaign

You pick one!

Page Peel: Top corner of page
Pencil: Thin bar opens into larger ad
Book ends: Ad on each side of copy
Wallpaper: Background image
\$99 per day for Run of Site
\$50 per day for community page

You pick one!

Weather or Search Bar
Sponsor: Logo near spot & double block ad
\$950 per month Run of Site

Direct Mailed

Queen Creek

24,000 Print monthly

AD SIZE	12-month	6-month	Non-contract
Full	\$875	\$1,312	\$1,750
Half	\$500	\$750	\$1,000
Third	\$415	\$622	\$830
Quarter	\$350	\$525	\$700
Sixth	\$300	\$450	\$600
Eighth	\$250	\$375	\$500

Direct Mailed

Glendale

10,000 Print monthly

AD SIZE	12-month	6-month	Non-contract
Full	\$700	\$1,050	\$1,400
Half	\$425	\$638	\$850
Third	\$377	\$566	\$754
Quarter	\$329	\$494	\$658
Sixth	\$277	\$416	\$554
Eighth	\$225	\$338	\$450

Direct Mailed

Litchfield Park/Estrella

10,000 Print monthly

Direct Mailed

Scottsdale

50,500 Print monthly

AD SIZE	12-times	6-times	1-time
Full	\$1,000	\$1,500	\$2,000
Half	\$550	\$825	\$1,100
Third	\$425	\$525	\$875
Quarter	\$300	\$450	\$600
Sixth	\$225	\$356	\$425
Eighth	\$175	\$263	\$350



Driveway Delivered

Peoria

19,500 Print bi-weekly

AD SIZE	26-times	13-times	1-time
Full	\$600	\$900	\$1,200
Half	\$350	\$525	\$700
Third	\$250	\$425	\$500
Quarter	\$200	\$300	\$400
Sixth	\$150	\$225	\$300
Eighth	\$99	\$149	\$198

Multi-Market Discount

Contracted advertisers who agree to run the same ad in more than one product receive 25% off the appropriate contract rate for additional services. **Discount applies to Display Rates only and the same ad must run in the same week without copy change. Discount(s) applied to less-expensive markets.**

Home Services & Small Business Directories

	Contract	Non-contract
Eighth	\$200	\$300
Twelfth	\$100	\$200

Home Services advertisement must follow graphic design format. Small business will not have individual headers.

DAILY & WEEKLY IN-HOUSE NEWSLETTERS: Our digital daily newspapers.

\$50 per week per newsletter.
\$100 minimum spend. Average open rate is above 40 percent.

Display Advertising Rates continued

Driveway Delivery	AD SIZE	52-week	26-week	13-week	Non-contract
Sun City 19,500 Print weekly	Full	\$699	\$789	\$900	\$1,300
	3/4	\$570	\$660	\$755	\$1,120
	Half	\$450	\$539	\$675	\$950
	Third	\$400	\$475	\$554	\$800
	Quarter	\$250	\$317	\$370	\$500
	Sixth	\$205	\$257	\$289	\$400
	Eighth	\$140	\$176	\$206	\$280

Driveway Delivery	AD SIZE	52-week	26-week	13-week	Non-contract
Sun City West 12,500 Print weekly	Full	\$600	\$690	\$795	\$1,250
	3/4	\$500	\$570	\$700	\$1,000
	Half	\$425	\$490	\$650	\$850
	Third	\$325	\$380	\$472	\$650
	Quarter	\$200	\$250	\$310	\$400
	Sixth	\$164	\$201	\$242	\$318
	Eighth	\$108	\$132	\$154	\$216

Driveway Delivery	AD SIZE	52-week	26-week	13-week	Non-contract
Surprise 26,300 Print weekly	Full	\$719	\$996	\$1,162	\$1,438
	3/4	\$611	\$862	\$1,006	\$1,222
	Half	\$475	\$622	\$726	\$900
	Third	\$369	\$558	\$651	\$738
Direct Mailed Town of Paradise Valley 8,500 Print weekly	Quarter	\$265	\$366	\$427	\$530
	Sixth	\$216	\$292	\$339	\$432
	Eighth	\$147	\$203	\$237	\$294

Targeted Email Blast Marketing

KEY FEATURES: Double opt in emails. Target by ZIP Code, Household income, Homeowner age & more. Demographic. 100% spam compliant. 15% email open rate guaranteed on campaigns greater than 50,000. Eblast marketing is non-refundable. **All sales are final. Prepayment required.**

RATES:
 ___ 5,000: \$175
 ___ 10,000: \$225
 ___ 15,000: \$350
 ___ 20,000+: \$22.50 per M
 ___ 35,000+: \$17.50 per M
 ___ 50,000+: \$15 per M
 ___ 100,000+: \$13.50 per M

DINING OUT PROFILE & ADVERTORIALS

ONLINE YEARLONG: Submitted content must be provided by advertiser. \$200 includes profile and up to four photos of establishment. Move back up to the top spot for \$50 each additional time. **Prepayment required.**

Preprint Advertising Rates

PRINT & DRIVEWAY DELIVERY INSERT RATES

8.5"x11"		
40-50 lb. gloss	10,000-59,999	\$60/1,000
70 lb. gloss	10,000-59,999	\$65/1,000
100 lb. gloss	10,000-59,999	\$81/1,000
40-50 lb. gloss	60,000-99,999	\$57/1,000
70 lb. gloss	60,000-99,999	\$62/1,000
100 lb. gloss	60,000-99,999	\$78/1,000
40-50 lb. gloss	100,000-plus	\$50/1,000
70 lb. gloss	100,000-plus	\$55/1,000
100 lb. gloss	100,000-plus	\$71/1,000

PRINT & MAIL DELIVERY INSERT RATES

8.5"x11"		
40-50 lb. gloss	10,000-59,999	\$85/1,000
70 lb. gloss	10,000-59,999	\$90/1,000
100 lb. gloss	10,000-59,999	\$106/1,000
40-50 lb. gloss	60,000-99,999	\$77/1,000
70 lb. gloss	60,000-99,999	\$82/1,000
100 lb. gloss	60,000-99,999	\$98/1,000
40-50 lb. gloss	100,000-plus	\$70/1,000
70 lb. gloss	100,000-plus	\$75/1,000
100 lb. gloss	100,000-plus	\$91/1,000

DRIVEWAY PREPRINT INSERT RATES

SIZE	5,000-50,000 PER M	50,001-100,000 PER M	OVER 100,000 PER M
8.5"x11"	\$38	\$33	\$25
4-8 Page Tab	\$40	\$35	\$30
12-16 Page Tab	\$43	\$38	\$35
20-24 Page Tab	\$48	\$43	\$40
28-32 Page Tab	\$53	\$48	\$45

MAILED PREPRINT INSERT RATES

SIZE	5,000-50,000 PER M	50,001-100,000 PER M	OVER 100,000 PER M
8.5"x11"	\$70	\$68	\$65
4-8 Page Tab	\$73	\$71	\$68
12-16 Page Tab	\$75	\$73	\$70
20-24 Page Tab	\$80	\$78	\$75
28-32 Page Tab	\$83	\$81	\$78

We offer a **FREE** consultation.

We reserve the right to reject preprints from materials deemed objectionable, or if preprints are the wrong size. We also reserve the right to limit the number of preprints on any given day subject to prior reservations. Preprinted supplements should be folded to a size not to exceed 12"x14." **Preprint delivery deadline is 5 p.m. Wednesday prior to publication date.** Preprinted supplements must be delivered in tied bundles or boxed. They should be well jogged, securely banded and protected for shipping purposes. Deliveries are accepted for newspapers, at our central printing plant, Valley Newspapers, 23043 N. 16th Lane, Phoenix, Arizona 85027, between the hours of 8 a.m. and 5 p.m. The phone number is 623-445-2800. **All print delivery rates require prepayment.**

YourValley.net offers NEW ways to bring your message to our readers!

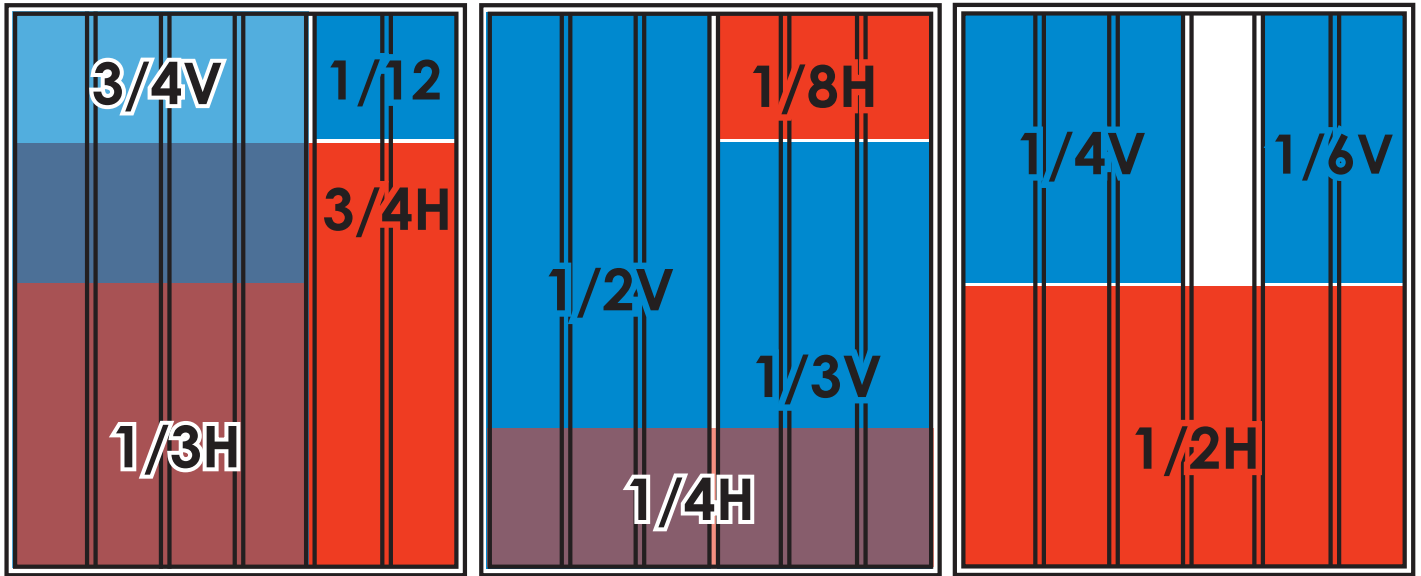
The screenshot shows the homepage of the Daily Independent newspaper website. Several advertising spots are highlighted with red arrows pointing to descriptive callout boxes:

- Leaderboard:** Located at the top of the page, featuring logos for Walt Danley, Christie's, and Representing Arizona's Finest Properties. Callout: \$10/M, Dimensions: 720 x 90, 3 ad positions.
- Weather Sponsor:** Located below the leaderboard, featuring a Subaru logo and weather information for Peoria, AZ. Callout: \$950/month, Dimensions: 175 x 75, 1 ad position, 1 spot.
- Pencil Ad:** Located on the left side of the page, featuring a vertical iab logo. Callout: \$99/day, Dimensions: 1150 x 40 closed, 1150 x 440 open, 1 ad position, 19 spots.
- Page Peel:** Located in the top right corner, featuring a 'HEAR! HEAR!' graphic. Callout: \$99/day, Dimensions: 600 x 600, 1 ad position, 19 spots.
- Double Block:** Located in the middle of the page, featuring a large article titled 'Chambers of commerce alliance provides governor with suggestions on re-opening the economy' and a large iab logo. Callout: \$15/M, Dimensions: 300 x 600, 1 ad position, 19 total spots.
- Wide Skyscraper or Book Ends:** Located on the left side of the page, featuring a vertical iab logo. Callout: \$15/M or \$20/M, Dimensions: 160 x 600, 2 ad positions, 19 spots.
- One Block:** Located in the bottom right section of the page, featuring a 'Tax Time Is Here' advertisement for Kent A. Truckenbrod. Callout: \$10/M, Dimensions: 300 x 250, 5 ad positions.

More than 750,000 page views and 350,000 users EVERY month!

TABLOID DISPLAY SIZES

INDEPENDENT NEWSPAPERS • SUN VIEWS • APACHE JUNCTION CITIZEN



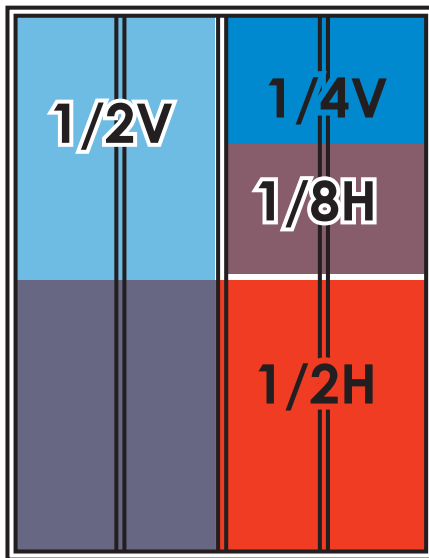
Double Truck - 20.75" x 12.4"
 Full Page - 10" x 12.4"
 3/4 Horizontal - 10" x 9.375"
 3/4 Vertical - 6.625" x 12.4"

1/2 Horizontal - 10" x 6.125"
 1/2 Vertical - 4.93" x 12.4"
 1/3 Horizontal - 6.625" x 6.125"
 1/3 Vertical - 4.93" x 9.375"

1/4 Horizontal - 10" x 3"
 1/4 Vertical - 4.93" x 6.125"
 1/6 Vertical - 3.25" x 6.125"
 1/8 Horizontal - 4.93" x 3"
 1/12 - 3.25" x 3"

BOOKLET SIZES

EXPERIENCE THE QC • SUN LIFE MAGAZINE • SPRING TRAINING



Full Page
 7.25" x 9.875"
 1/2 Horizontal
 7.25" x 4.75"
 1/2 Vertical
 3.5" x 9.875"
 1/4 Vertical
 3.5" x 4.75"
 1/8 Horizontal
 3.5" x 2.25"

REC CENTER NEWS SIZES

Full Page
 10" x 12.375"

1/2 Horizontal
 10" x 6.125"

1/4 Vertical
 4.875" x 6.125"

SPECIALTY RATES & DEADLINES

Double-Truck Ads

Center spread ads will be billed as 2 full-page ads plus 10%.

Guaranteed Position

Positions sold and guaranteed at +25% premium rate only. Written authorization required by the publisher in advance.

Advertorials

\$500 for 700 words • \$300 for 400 words • \$150 for 150 words

All advertorials will be marked as "advertisement" and bordered. Copy must be provided.

Sticky Note Messages

We offer easy-to-peel-off advertising messages. Price includes printing and process color. All sticky notes are 3" x 3" and appear in the upper right-hand corner of page 1. Increments of 12,500 or more. Orders must be placed at least 10 business days prior to publication. \$85 per 1,000 for double-sided. Buy 100,000 and save \$10 per 1,000.

Charitable Rate

The Independent is pleased to extend our annual rate to all charitable organizations, including groups that give back to their communities.

Political Rate

Political advertisements will be charged our non-contract rate.

Legal Advertising

Please email legals to legals@newszap.com. Complies with ARS 10-140.34 and ARS 39-201A&B as required by State of Arizona for publishing legal notices.

Memorials/Obituaries

Please email obituaries to azobits@newszap.com. Obituary rates are based on per column inch.

Proofs

Proofs will be provided to the advertiser upon request. Copy must be submitted 48 hours prior to publication deadline. The advertiser can receive three complimentary proofs. Additional proofs will be subject to a \$10 fee for each.

Tearsheets/Affidavits

Tearsheets and Affidavits of Publication will be mailed monthly upon request. There is a \$20 charge to mail tearsheets or affidavits of publication. There is a \$50 charge for weekly hand-carried delivery.

Special Events

We connect our advertisers with the community by hosting monthly special events throughout the year. Our most popular events include our senior expos. The expos give advertisers the opportunity to showcase products, services and resources benefiting our reader base and help them optimize their marketing dollars. We have various sponsorship packages available.

Classifieds

Please email iniclassads@newszap.com for rates on private party, automotive, garage sales or Home Services.

Digital Advertising

We offer numerous options for digital advertising, including spam compliant targeted email blasts, newsletters, advertorials, dining out and digital impressions.

Print & Delivery

Independent Newsmedia can print and distribute your preprinted inserts. Advertisers have the choice of zones/neighborhoods reached by us. Print orders must be increments of 10,000. The minimum order is 10,000 single sheet, double-sided, 8.5"x11," 40-50 lb. gloss, full color. Advertising material must come to us camera-ready. There will be an additional charge for composition. Artwork must be received 10 business days prior to insertion

date. Minimum insertion charge is \$150.

We reserve the right to reject preprints from materials deemed objectionable, or if preprints are the wrong size. We also reserve the right to limit the number of preprints on any given day subject to prior reservations. Preprinted supplements should be folded to a size not to exceed 12"x14." Preprint delivery deadline is 5 p.m. Thursday prior to publication date. Preprinted supplements must be delivered in tied bundles or boxed. They should be well jogged, securely banded and protected for shipping purposes.

Deliveries are accepted for newspapers, at our central printing plant, Valley Newspapers, 23043 N. 16th Lane, Phoenix, Arizona 85027, between the hours of 8 a.m. and 5 p.m. The phone number is 623-445-2800.

Closing Time

Space reservation for display and classified advertising must be received by 5 p.m. the prior Thursday for weekly print publications. Space reservation is 11 a.m. the day prior for our daily newspapers. Please ask your advertising consultant for a monthly print newspaper schedule.

Art Guidelines

Please provide your advertising consultant with the highest quality logos, photos and line art available to you. Logos for business cards, letterhead or the internet will likely produce poor quality.

All colors CMYK. Please do not send Pantone, Indexed, Custom Spot or RGB. Please make sure that Black and White ads are sent as a grayscale ad. Remove all color and make all images and photos grayscale. Do not use a 4 color black or RGB black. If you use a CMYK black make sure the only channel turned on is the K channel.

WE ARE UNABLE TO ACCEPT ADS MADE IN WORD, PUBLISHER, COREL DRAW, OR PAGEMAKER. Graphic service is \$150 per new ad build for fliers and/or eblasts.

Our newspapers & magazine at YourValley.net

Daily Independent • Apache Junction/Gold Canyon Independent • Glendale Independent
Litchfield Park/Estrella Independent • Peoria Independent • Queen Creek Independent
Scottsdale Independent • Sun City Independent • Sun City West Independent • Surprise Independent
Town of Paradise Valley Independent • Northwest Homes • Sun Life Magazine

For a complimentary quote

E-mail azads@newszap.com or call 623-972-6101