

MEDIA KIT 2019-20



Our Readers. Your Customers.

SERVING THE PHOENIX-AREA MARKET SINCE 1977

Reach up to **900,000+** readers through our digital dailies, print newspapers and magazine

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

Let us help you improve your marketing and results

We offer a **FREE** consultation

COMMUNITY PROFILES



ANTHEM

85086

Age **41**

Income **\$86,770**

Home Value **\$273,552**
10,500

POSTAL & BULK DELIVERY

No. 17 for wealthiest ZIP code in the Phoenix market.



APACHE JUNCTION/ GOLD CANYON

85118, 85119

Age **49**

Income **\$37,412**

Home Value **\$88,800**

85120

Age **63**

Income **\$67,605**

Home Value **\$257,050**

35,000

POSTAL & BULK DELIVERY



GLENDALE

85308, 85310

Age **33**

Income **\$79,122**

Home Value **\$208,600**
22,000

POSTAL & BULK DELIVERY

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



GOODYEAR

85388

Age **38**

Income **\$73,900**

Home Value **\$262,600**
6,000

POSTAL & BULK DELIVERY



LITCHFIELD PARK

85340

Age **47**

Income **\$78,056**

Home Value **\$271,400**
3,500

POSTAL & BULK DELIVERY



PEORIA

85373, 85381, 85382, 85383

Age **39**

Income **\$71,607**

Home Value **\$208,650**
22,300

DRIVEWAY & BULK DELIVERY

85383: No. 16 for wealthiest ZIP code in the Phoenix market.

COMMUNITY PROFILES



QUEEN CREEK

85142
Age **30**
Income **\$87,248**
Home Value **\$260,200**
24,000
POSTAL & BULK DELIVERY



SCOTTSDALE

85258, 85259, 85260, 85255
Age **46**
Income **\$105,156**
Home Value **\$542,200**
70,000
POSTAL & BULK DELIVERY

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**
21,000
DRIVEWAY & BULK DELIVERY



SUN CITY WEST

85375
Age **75**
Income **\$44,783**
Home Value **\$174,050**
14,000
DRIVEWAY & BULK DELIVERY



SURPRISE

85374, 85379, 85388
Age **39**
Income **\$60,065**
Home Value **\$185,650**
29,000
DRIVEWAY & BULK DELIVERY



No. 1 wealthiest ZIP code in the Phoenix market

TOWN OF PARADISE VALLEY

85253
Age **52**
Income **\$142,746**
Home Value **\$1,166,300**
8,500
POSTAL DELIVERY

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

\$250 for 250 words • \$125 for 125 words
All advertorials will be marked as "advertisement."

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. \$65 per 1,000 or \$85 for double-sided. Buy 100,000 and save \$15 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 open 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 two 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.

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 both print and distribute your preprinted inserts. Advertisers have the choice of any zones/neighborhoods reached by Independent Newsmedia. 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 both 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 MUST BE SPECIFIED AS 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 PUBLISHER, COREL DRAW, PAGEMAKER OR WORD.

Our newspapers, magazine and website

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

For a complimentary quote

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