We believe in the **POWER** of print & digital

We’re investing in journalism. We’re expanding our newsroom to report hometown news and we set aside our views.

We believe newspapers grow communities and we encourage our readers and advertisers to share their news, photos and events in our publications.

We support our advertisers by providing marketing expertise on the best way to reach their target audience.

We’re experienced professionals who believe in the power of print.
COMMUNITY:
Condos
Aug. 23, 2017
Christopher Todd
Coding
now available at 3
schools;
-8 program,
Valley Vista,
12
Classifi ed 43
lanned;

Opinion   8
Surprise (Albertson's Shopping Center - Reems/Grand)
imous approval
mission.
Planning and Zoning Com-
plan Aug. 17 by the Surprise
cil meeting, the council ap-
ning Cane's and the then-un-
N-Out.
“This is our gateway to the
ring for the City Coun-
district.

Surprise Council Member John Williams,
Norberg was the only resident to declare her intent to seek that seat. [Independent Newsmedia fi  le]

• You have back pain when you stand or walk
• Your back ever “goes out” when you move
the wrong way

Workshop
Sat. Sept. 9, 2017 at

FREE SERVICE CALL!

• Sign up for weekly
e-mailed news updates

The Independent con-
tinues a feature highlight-
queencreekindependent.com:
• View entire newspaper

Planners vote clears way for
In-N-Out Burger downtown

District 3 vacancy to be fi lled next month

Planners vote clears way for
In-N-Out Burger downtown

— Page 2
See Senior center
resources-discontinuing-apache-junction-
independent.com/news/east-valley-adult-
resources/

Senior center operations proposals revealed

needed services
for the 2015-16 fi scal year were more than $384,000 for three core services: congregate
senior-services/

"The Odd Couple" is Sept.

— Page 2
See Senior center
resources-discontinuing-apache-junction-
independent.com/news/east-valley-adult-
resources/
# Get to know our readers!

## Reader Demographics

**APACHE JUNCTION/GOLD CANYON**
- **Age:** 50
- **Income:** $46,221
- **Home Value:** $150,090

**GLENDALE**
- **Age:** 34
- **Income:** $72,572
- **Home Value:** $164,600

**PEORIA**
- **Age:** 37
- **Income:** $80,370
- **Home Value:** $206,350

**QUEEN CREEK**
- **Age:** 31
- **Income:** $65,782
- **Home Value:** $289,959

**SCOTTSDALE**
- **Age:** 47
- **Income:** $104,356
- **Home Value:** $411,500

**SUN CITY**
- **Age:** 74
- **Income:** $42,944
- **Home Value:** $126,552

**SUN CITY WEST**
- **Age:** 77
- **Income:** $46,007
- **Home Value:** $191,900

**SURPRISE**
- **Age:** 39
- **Income:** $60,907
- **Home Value:** $198,350

**TOWN OF PARADISE VALLEY**
- **Age:** 54
- **Income:** Over $1M
- **Home Value:** Over $1M

---

Sources: City-Data.com | Incomebyzipcode.com | U.S. Census | The numbers above reference the averages in all three categories.
Our patrons often mention that they came across news of the West Valley Symphony while reading the Independent.
- Larry Vering
West Valley Symphony

Our consistent advertising in the PVI has brought us great exposure in our Paradise Valley community. We are familiar faces to our clients and friends when we see them out and about — and that’s just the way we want it. Our clients love our ads!
Cheryl Anderson, CRS
Jeff Anderson, Associate Broker
Linda Miller, ABR

We have advertised in the Independent for the past twelve years. Over half of our business is generated because our customers read newspapers.
- Susan Proctor
Cool Blew

In the three decades that the Arizona Eye Institute & Cosmetic Laser Center has provided beauty and vision care, the Independent newspapers have been an integral communication tool to connect in a meaningful way to the community we care about.
- Emilio M. Justo, M.D.
Arizona Eye Institute & Cosmetic Laser Center

The Independent is filled with community news, interesting articles and letters, and appealing color. We know that it is faithfully read, because of the response we have had from our advertising.
- Ben Ahmann
Design Array Garage Door Store
## Daily News-Sun Display Advertising Rates

**Effective 11/2017**

**Black & White Weekly Rates.** Agreements are for number of insertions. *All rates include appropriate city tax.*

### Monday-Saturday

Circulation: 5,000 subscribers daily

#### Investment per insertion

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<tr>
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<th>Full</th>
<th>3/4</th>
<th>Half</th>
<th>Third</th>
<th>Quarter</th>
<th>Sixth</th>
<th>Eighth</th>
<th>Twelfth</th>
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<td>$150</td>
<td>$125</td>
<td>$99</td>
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<td>$125</td>
<td>$99</td>
<td>$76</td>
<td>$65</td>
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<td>$250</td>
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<td>$138</td>
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<table>
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<th>Half</th>
<th>Third</th>
<th>Quarter</th>
<th>Sixth</th>
<th>Eighth</th>
<th>Twelfth</th>
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<tbody>
<tr>
<td>Open Rate</td>
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<td>$300</td>
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<td>$225</td>
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### Color Rates

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<th></th>
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<th>Half Page</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$50</td>
<td>$75</td>
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</tr>
<tr>
<td>$75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The pressruns for each newspaper listed are for the peak winter months and may vary based on seasonal population changes.*
# Newspaper Display Advertising Rates

Effective 11/2017. **Black & White Weekly Rates.** Agreements are for consecutive weeks. All rates include appropriate city tax. **Prices Are Per Market, Per Insertion**

<table>
<thead>
<tr>
<th>Markets by region</th>
<th>Ad Size</th>
<th>52 Week</th>
<th>26 Week</th>
<th>13 Week</th>
<th>6 Week</th>
<th>Non Contract</th>
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</thead>
<tbody>
<tr>
<td><strong>Glendale</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation: 15,450</td>
<td>Full</td>
<td>$600</td>
<td>$690</td>
<td>$795</td>
<td>$900</td>
<td>$1,250</td>
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<td></td>
<td>3/4</td>
<td>$500</td>
<td>$570</td>
<td>$700</td>
<td>$810</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Half</td>
<td>$425</td>
<td>$490</td>
<td>$650</td>
<td>$750</td>
<td>$850</td>
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<tr>
<td></td>
<td>Third</td>
<td>$325</td>
<td>$380</td>
<td>$472</td>
<td>$544</td>
<td>$650</td>
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<tr>
<td></td>
<td>Quarter</td>
<td>$200</td>
<td>$250</td>
<td>$310</td>
<td>$375</td>
<td>$400</td>
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<tr>
<td></td>
<td>Sixth</td>
<td>$164</td>
<td>$201</td>
<td>$242</td>
<td>$290</td>
<td>$318</td>
</tr>
<tr>
<td></td>
<td>Eighth</td>
<td>$108</td>
<td>$132</td>
<td>$154</td>
<td>$184</td>
<td>$216</td>
</tr>
<tr>
<td></td>
<td>Twelfth</td>
<td>$75</td>
<td>$85</td>
<td>$99</td>
<td>$120</td>
<td>$150</td>
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<tr>
<td><strong>Sun City West</strong></td>
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<td></td>
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</tr>
<tr>
<td>Circulation: 14,000</td>
<td>Full</td>
<td>$699</td>
<td>$789</td>
<td>$900</td>
<td>$1,050</td>
<td>$1,300</td>
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<tr>
<td></td>
<td>3/4</td>
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<td>$660</td>
<td>$755</td>
<td>$950</td>
<td>$1,120</td>
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<tr>
<td></td>
<td>Half</td>
<td>$475</td>
<td>$539</td>
<td>$675</td>
<td>$800</td>
<td>$950</td>
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<tr>
<td></td>
<td>Third</td>
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<td>$475</td>
<td>$554</td>
<td>$650</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>Quarter</td>
<td>$250</td>
<td>$317</td>
<td>$370</td>
<td>$441</td>
<td>$500</td>
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<tr>
<td></td>
<td>Sixth</td>
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<td>$257</td>
<td>$298</td>
<td>$353</td>
<td>$400</td>
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<tr>
<td></td>
<td>Eighth</td>
<td>$140</td>
<td>$176</td>
<td>$206</td>
<td>$245</td>
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<td></td>
<td>Twelfth</td>
<td>$90</td>
<td>$100</td>
<td>$122</td>
<td>$132</td>
<td>$180</td>
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<tr>
<td><strong>Peoria</strong></td>
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<td></td>
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<tr>
<td>Circulation: 23,600</td>
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<td>$789</td>
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<td>$475</td>
<td>$554</td>
<td>$650</td>
<td>$800</td>
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<tr>
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<td>Quarter</td>
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<td></td>
<td>Eighth</td>
<td>$140</td>
<td>$176</td>
<td>$206</td>
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<td>$280</td>
</tr>
<tr>
<td></td>
<td>Twelfth</td>
<td>$90</td>
<td>$100</td>
<td>$122</td>
<td>$132</td>
<td>$180</td>
</tr>
<tr>
<td><strong>Sun City</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation: 22,000</td>
<td>Full</td>
<td>$699</td>
<td>$789</td>
<td>$900</td>
<td>$1,050</td>
<td>$1,300</td>
</tr>
<tr>
<td></td>
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<td>$554</td>
<td>$650</td>
<td>$800</td>
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<td></td>
<td>Quarter</td>
<td>$250</td>
<td>$317</td>
<td>$370</td>
<td>$441</td>
<td>$500</td>
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<td>$257</td>
<td>$298</td>
<td>$353</td>
<td>$400</td>
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<tr>
<td></td>
<td>Eighth</td>
<td>$140</td>
<td>$176</td>
<td>$206</td>
<td>$245</td>
<td>$280</td>
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<tr>
<td></td>
<td>Twelfth</td>
<td>$90</td>
<td>$100</td>
<td>$122</td>
<td>$132</td>
<td>$180</td>
</tr>
<tr>
<td><strong>Surprise</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation: 32,000</td>
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<td>$1,222</td>
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<td>$726</td>
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<td>$999</td>
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<tr>
<td></td>
<td>Third</td>
<td>$425</td>
<td>$558</td>
<td>$651</td>
<td>$744</td>
<td>$850</td>
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<td></td>
<td>Quarter</td>
<td>$270</td>
<td>$366</td>
<td>$427</td>
<td>$488</td>
<td>$540</td>
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<td>$219</td>
<td>$295</td>
<td>$342</td>
<td>$390</td>
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<td></td>
<td>Eighth</td>
<td>$147</td>
<td>$203</td>
<td>$237</td>
<td>$271</td>
<td>$294</td>
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<tr>
<td></td>
<td>Twelfth</td>
<td>$95</td>
<td>$110</td>
<td>$129</td>
<td>$147</td>
<td>$190</td>
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## Color Rates

<table>
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<tr>
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<tr>
<td>$100</td>
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</tr>
<tr>
<td>Half Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75</td>
<td>$25</td>
<td></td>
</tr>
</tbody>
</table>

## Multi-Market Discount

Contracted advertisers who agree to run the same ad in consecutive weeks in more than one newspaper receive 25% off the appropriate contract rate for those additional newspapers. 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.

*The pressruns for each newspaper listed are for the peak winter months and may vary based on seasonal population changes.*
## Weekly Newspaper Display Advertising Rates

Effective 11/2017. **Black & White Weekly Rates.** Agreements are for consecutive weeks. **All rates include appropriate city tax. Prices Are Per Market, Per Insertion**

### Markets by region

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>52 Week</th>
<th>26 Week</th>
<th>13 Week</th>
<th>6 Week</th>
<th>Non Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Town of Paradise Valley</strong>&lt;br&gt;Circulation: 8,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Full</td>
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<td>$1,162</td>
<td>$1,328</td>
<td>$1,660</td>
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<td>$622</td>
<td>$830</td>
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<td>$369</td>
<td>$558</td>
<td>$558</td>
<td>$744</td>
<td>$930</td>
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<tr>
<td>Quarter</td>
<td>$265</td>
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<td>$427</td>
<td>$488</td>
<td>$610</td>
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<td>$485</td>
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<td>Eighth</td>
<td>$147</td>
<td>$203</td>
<td>$237</td>
<td>$271</td>
<td>$339</td>
</tr>
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<td>Twelfth</td>
<td>$75</td>
<td>$110</td>
<td>$110</td>
<td>$147</td>
<td>$184</td>
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### Color Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>1/8 Page</th>
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</thead>
<tbody>
<tr>
<td>Full Page or Less</td>
<td>$100</td>
<td>$50</td>
</tr>
<tr>
<td>Half Page</td>
<td>$75</td>
<td>$25</td>
</tr>
</tbody>
</table>

### See Our Multi-Market Discounts On Previous Page

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### INTRODUCING THREE HOMETOWN MONTHLIES IN YOUR MAILBOX

<table>
<thead>
<tr>
<th>Market</th>
<th>Ad Size</th>
<th>Open</th>
<th>Annual</th>
<th>Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scottsdale</strong>&lt;br&gt;Direct Mail Distribution: 75,000&lt;br&gt;First Wednesday of the month</td>
<td>Full</td>
<td>$2,300</td>
<td>$1,850</td>
<td>Call the Experts Directory (minimum 3-month commitment) $125 per block</td>
</tr>
<tr>
<td>Half</td>
<td>$1,250</td>
<td>$1,000</td>
<td>Real estate &amp; Dining Directories (minimum 3-month commitment) $199 per block, per directory</td>
<td></td>
</tr>
<tr>
<td>Quarter</td>
<td>$700</td>
<td>$620</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth</td>
<td>$450</td>
<td>$385</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Apache Junction/Gold Canyon</strong>&lt;br&gt;Direct Mail Distribution: 35,000&lt;br&gt;Third Wednesday of the month</td>
<td>Full</td>
<td>$1,345</td>
<td>$995</td>
<td>Call The Experts: $100 (minimum 6-month commitment)</td>
</tr>
<tr>
<td>Half</td>
<td>$715</td>
<td>$550</td>
<td>Real estate &amp; Dining Directories (minimum 3-month commitment) $199 per block, per directory</td>
<td></td>
</tr>
<tr>
<td>Quarter</td>
<td>$495</td>
<td>$350</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth</td>
<td>$295</td>
<td>$225</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Queen Creek</strong>&lt;br&gt;Direct Mail Distribution: 35,000&lt;br&gt;Third Wednesday of the month</td>
<td>Full</td>
<td>$1,345</td>
<td>$995</td>
<td>Call The Experts: $100 (minimum 6-month commitment)</td>
</tr>
<tr>
<td>Half</td>
<td>$715</td>
<td>$550</td>
<td>Real estate &amp; Dining Directories (minimum 3-month commitment) $199 per block, per directory</td>
<td></td>
</tr>
<tr>
<td>Quarter</td>
<td>$495</td>
<td>$350</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth</td>
<td>$295</td>
<td>$225</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ALL ADS INCLUDE FULL COLOR

The pressruns for each newspaper listed are for the peak winter months and may vary based on seasonal population changes.
CLASSIFIEDS
The Valley’s Most Popular Community Marketplace!
For over 40 years, our readers have relied on their local classifieds to buy, sell and find local, trusted and respected businesses. Whether individually or collectively, our community newspapers offer the most vibrant and BEST READ classifieds in the Valley.

Market Zone Day
DNS Mon-Sat Mon-Sat
Sun City West Wed
Sun City Wed
Glendale Wed
Peoria Wed
Surprise Wed
Scottsdale Wed
Town of Paradise Valley Wed
Apache Junction/Gold Canyon Wed
Queen Creek Wed

Package 1
Business & Service Directory for Weekday DNS
Monday-Saturday
☐ 2” $199/Month
☐ 4” $389/Month
☐ 6” $579/Month
• Black & White ☐ $10 Color

Package 2
Business & Service for West Valley Weeklies
PEORIA • SUN CITY WEST • SURPRISE
SUN CITY WEST • SURPRISE
Payment due in advance
☐ 2” $20/wk
☐ 4” $40/wk
☐ 6” $60/wk
• Per Paper • Black & White • 25% Multi Market Discount

Package 3
Call The Expert Directories
TOWN OF PARADISE VALLEY • GLENDALE
☐ Block $25
☐ Double $50
• 2”x 2”
• Per Paper (No Multi-Market Discount)
• Color Included
• Pay Month in Advance

Package 4
Recruitment Ads
Looking to fill a job opening? Reach over 200,000 homes every week with an affordable and effective recruitment advertisement in one, two or all 10 weekly newspapers published by the Independent!

BEST VALUE
☐ 1/8 $89/paper ❌ $599/All 10 newspapers
☐ 1/4 $175/paper ❌ $1,199/All 10 newspapers

BEST VALUE
☐ 1/2 $350/paper ❌ $2,399/All 10 newspapers
☐ Full $699/paper ❌ $4,500/All 10 newspapers

Color: $50 per newspaper or $350 for all 10
No combination/other discounts apply.

www.ArizonaClassifieds.newszap.com
INIClassads@newszap.com
**Specialty Rates**

**Double-Truck Ads**
Center spread ads will be billed as 2 full-page ads plus 10%.

**Advertorials**
$200 for 125 words • $100 for 125 words with paid advertisement
*All advertorials will be marked as “advertisement.”*

**Proofs**
Proofs will be provided to the advertiser upon request. Copy must be submitted by proof deadline of the newspaper. 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.

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

**Poly Bag Delivery**
Poly bag delivery rates are available by special request. Advertisers must furnish bags according to specifications and deadlines outlined by Independent Newsmedia.

**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 13 business days prior to publication date. $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 the 26-week rate to all charitable organizations, including groups that give back to their communities.

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

**CLOSING TIME**
Space reservation for display advertising must be received by noon the prior Thursday for weekly publications. Daily News-Sun space reservation is 11 a.m. the day prior.

For ads that require proofs, the deadline is advanced two full days. Intervening holidays advance deadlines by one full weekday.

**ART GUIDELINES**
Please provide your representative 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.**

**NEW ZIP CODES**
Sun Life Magazine now delivers 17,000 copies circulating monthly in the mailbox in the following adult living gated communities – Peoria’s Blackstone, Corte Bella, Surprise’s Arizona Traditions, Surprise’s Sun Village, Buckeye’s Sun City Festival and Goodyear’s Pebble Creek. About 4,000 will be inserted into the Daily News-Sun, a subscription-based publication.
INSERT RATES

Deliver your message to our readers through the power of an insert that is placed within the middle of the newspaper.

DIRECT MAIL!
The Town of Paradise Valley, Scottsdale, Queen Creek, Apache Junction/Gold Canyon and Sun Life Magazine are mailed directly to homes via the U.S. Postal Service. Must do full circulation. Starting at $80/1,000; Call For Quote.

PRINT & INSERT RATES

| PRICES          | 10,000 | $75/1,000 | 20,000 | $72/1,000 | 30,000 | $70/1,000 | 40,000 | $68/1,000 | 50,000 | $66/1,000 | 60,000 | $65/1,000 | 70,000 | $64/1,000 | 80,000 | $63/1,000 | 90,000 | $61/1,000 | 100,000+ | $50/1,000 |
|-----------------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|
| EXTRAS          | +$2/1,000 | 11”x17” | +$25/1,000 |
| 70lb. glossy    |         | (folded to 4-page insert) |

PREPRINT INSERT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPEN PER M</th>
<th>5,000-25,000 PER M</th>
<th>25,001-50,000 PER M</th>
<th>50,001-100,000 PER M</th>
<th>OVER 100,000 PER M</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5”x11”</td>
<td>$50</td>
<td>$37.50</td>
<td>$35</td>
<td>$32.50</td>
<td>$25</td>
</tr>
<tr>
<td>4-8 Page Tab</td>
<td>$52.50</td>
<td>$40</td>
<td>$37.50</td>
<td>$35</td>
<td>$30</td>
</tr>
<tr>
<td>12-16 Page Tab</td>
<td>$55</td>
<td>$42.50</td>
<td>$40</td>
<td>$37.50</td>
<td>$35</td>
</tr>
<tr>
<td>20-24 Page Tab</td>
<td>$60</td>
<td>$47.50</td>
<td>$45</td>
<td>$42.50</td>
<td>$40</td>
</tr>
<tr>
<td>28-32 Page Tab</td>
<td>$65</td>
<td>$52.50</td>
<td>$50</td>
<td>$47.50</td>
<td>$45</td>
</tr>
</tbody>
</table>

Minimum weekly charge of $70. Quotes for preprints larger than 32 pages or non-traditional sizes, shapes and weights are available upon request. Above rates do not apply to those newspapers that are mailed.

Frequency Discounts

Advertisers may substitute preprints for their regular weekly ad anytime and utilize the frequency discount that corresponds with their display agreement. Otherwise, an account must commit to run inserts during consecutive weeks in order to receive discount.

6 Weeks 5% • 13 Weeks 10% • 26 Weeks 15% • 53 Weeks 20%

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 11”x13.” An additional charge will be incurred if folding of supplement must be done at our plant. Preprint delivery deadline is 5 p.m. Thursday prior to publication. 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 all papers, 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.
Targeted Email Blast Marketing

**Key Features:**
- Double opt in emails
- Target by ZIP, Household income, Homeowner age
- Demographic
- 100% spam compliant

**1X DEPLOY RATES:**
- 50,000 $825
- 100,000 $1,400
- 150,000 $1,725

**MULTIPLE DEPLOY RATES:**
- 50,000 $725*  
- 100,000 $1,300*  
- 150,000 $1,625*

*Deploy if doing more than one consecutively

15% Guaranteed email open rate on ALL campaigns!

Ad Sizes
Your ad will be displayed in 2 sizes.

**Leaderboard:** 720 x 90

**Rectangle:** 300 x 250

DIGITAL ADVERTISING
ONLINE MARKETING - High Brand, High Traffic Sites
We are online 24 hours a day. Let us show you cost efficient ways to reach our online audience by extending your print advertising program by using the internet.

**BANNER ADVERTISING**

- **$10 per 1,000 impressions**
- $75 set up fee
- $200 Minimum Spend without a print campaign

apachejunctionindependent.com • paradisevalleyindependent.com
scottsdaleindependent.com • queencreekindependent.com • yourvalley.net

**Dining Out Profile**
Independent Newsmedia can provide photography and writing service for the Dining Out section on YourValley.net. Posts will be placed in top position in the order they are received. Restaurants may move to top spot with an additional $50 fee and remain for one month.

**Digital Advertising**
ONLINE MARKETING - High Brand, High Traffic Sites
We are online 24 hours a day. Let us show you cost efficient ways to reach our online audience by extending your print advertising program by using the internet.

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**Targeted Email Blast Marketing**

We’ll start by defining your mailing list and then we’ll sharpen your message to make it hard to ignore!

Dining Out Profile
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Retail Display Advertising Sizes

- **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"

**SPECIAL SERVICES**

Advertising art and copy service layout work and stock art work from newspaper art service will be supplied at no extra cost to advertiser.

**ART GUIDELINES**

Please provide your representative 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.**

**CLOSING TIME**

Space reservation for both display and classified advertising must be received by 5 p.m. the prior Thursday for weekly publications. Daily News-Sun space reservation is 11 a.m. the day prior. Call for space reservation on the monthly publications.

For ads that require proofs, the deadline is advanced two full days. Intervening holidays advance deadlines by one full weekday.