

# ONLINE RATES

THE LOCAL DAILY NEWS SOURCE

**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.

**BIG BOX**  
300 X 600  
\$500/WEEK

**RECTANGLE**  
300 X 250  
\$375-\$425/WEEK

**FULL BANNER** • 468 X 60 • \$275/WEEK

**LEADERBOARD** • 728 X 90 • \$475-\$500/WEEK

**BILLBOARD**  
970 X 250  
\$250/WEEK

## DISCOUNTS:

8 WEEKS	15%
12 WEEKS	20%
26 WEEKS	25%
52 WEEKS	30%

## STATISTICS\*

Consistent Traffic Month to Month...

**492,000+** VISITS PER MONTH

**250,000+** ABSOLUTE UNIQUE VISITORS

**750,000+** PAGEVIEWS PER MONTH

Get your business in front of thousands of area customers.

\* Source: Google Analytics

- Monthly Averages through 12/2018

Ads not shown at actual size

## 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

Maximum File Size: 30k – non-flash; 40k for Flash, 72 dpi, RGB

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