

LOCAL DAILY NEWS SOURCE

# INDEPENDENT.COM

**HOMEPAGE  
BIG BOX**  
300 X 600  
\$400/WEEK

**RECTANGLE**  
300 X 250  
\*\$435-\$495/WEEK  
\*Varies by position

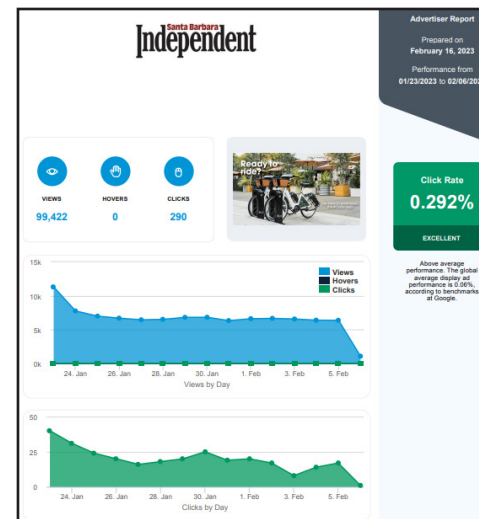
**FULL BANNER** • 468 X 90 • \$325/WEEK

**LEADERBOARD** • 728 X 90 • \$600/WEEK  
**NEW\* SNEAKER POSITION** • 728 X 90 • \$750/WEEK

**CATEGORY BILLBOARD** • \$285/WEEK  
**NEW\* TOP BILLBOARD** • 970 X 250 • \$950/WEEK • R.O.S.

## DISCOUNTS

8 weeks	➤ 15%	26 weeks	➤ 25%
12 weeks	➤ 20%	52 weeks	➤ 30%



## STATISTICS\*

Consistent Traffic  
Month to Month...

<b>511,518</b>	VISITS PER MONTH
<b>374,590</b>	ABSOLUTE UNIQUE VISITORS
<b>940,500</b>	PAGEVIEWS PER MONTH

Get your business in  
front of thousands of  
area customers.

\* Source: Google Analytics

– Monthly Averages through 10/2023

## Acceptable Media:

All ad cost includes design. If you would like to supply your own artwork, please use the following guidelines: JPG, .GIF and .PNG Media  
Accepted Maximum File Size: 1MB

Rates effective 1/1/2024

Ads not shown at actual size

805.965.5205  
advertising@independent.com

**Santa Barbara**  
**Independent**  
INDEPENDENT.COM