

ONLINE ADVERTISING RATES

THE Local Daily News Source

www.independent.com has quickly become 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. **Find out WHO. WHAT. NOW! Every Day - All Day!**

Statistics:*

Consistent Traffic Month to Month...

280,000+ VISITS
PER MONTH

148,500+ ABSOLUTE
UNIQUE VISITORS

595,000+ PAGEVIEWS
PER MONTH

Get your business in front of thousands of area customers.

* Source: Google Analytics - Monthly Averages 2011

BUTTON 2
120 x 60
\$30/WK

RECTANGLE
300 x 250
\$375/WK

**VERTICAL
BANNER**
120 x 240
UPPER \$250/WK
LOWER \$150/WK

DISCOUNTS:

8 WEEKS	15%
12 WEEKS	20%
26 WEEKS	25%
52 WEEKS	35%

**WIDE
SKYSCRAPER**
160 x 600
\$500/WK

SQUARE
250 x 250
\$300/WK

MICRO BAR
88 x 31 \$50/WK

**SQUARE
BUTTON**
125 x 125
\$100/WK

FULL BANNER
468 x 60 \$250/WK

HALF BANNER
234 x 60 \$200/WK

3:1 RECTANGLE
300 x 100
\$300/WK

LEADERBOARD / FOOTERBOARD
728 x 90

LEADERBOARD \$475/WK / FOOTERBOARD \$250/WK

BUTTON 1
120 x 90
\$60/WK

PENCIL BAR
970 x 30 \$950/WK

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**
3-part gif and 3-loop Flash allowed
Maximum File Size: 30k - non-flash; 40k for Flash, 72 dpi, RGB

CONTACT US TODAY
805-965-5205