

2009

ONLINE ADVERTISING RATES

LEADERBOARD

728 x 90
\$425/WK

FULL BANNER

468 x 60 \$185/WK

HALF BANNER

234 x 60 \$95/WK

RECTANGLE

300 x 250
\$465/WK

VERTICAL BANNER

120 x 240
\$200/WK

SQUARE BUTTON

125 x 125
\$100/WK

BUTTON 1

120 x 90
\$75/WK

3:1 RECTANGLE

300 x 100
\$200/WK

BUTTON 2

120 x 60
\$50/WK

MICROBAR
88 x 31 \$25/WK

DISCOUNTS:

8 WEEKS 15%

12 WEEKS 20%

26 WEEKS 25%

52 WEEKS 35%

OTHER SIZES AVAILABLE

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

Santa Barbara Independent

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 Alexa @ Worldwide Web Ranking Service.

Find out WHO. WHAT. NOW!
Every Day – All Day!

Statistics:*

Consistent Traffic Month to Month...

215,000+ VISITS
PER MONTH

135,000+ ABSOLUTE
UNIQUE VISITORS

520,000+ PAGEVIEWS
PER MONTH

Get your business in front of thousands of area customers.

* Source: Google Analytics – Monthly Averages 2009

Awards:

- 2008 EPPY AWARD, BEST NATIONAL WEEKLY NEWSPAPER-AFFILIATED WEB SITE EDITOR & PUBLISHER and MEDIAWEEK
- 2008 "TEN THAT DO IT RIGHT" EDITOR & PUBLISHER
- 2008 BEST WEBSITE, 2ND PLACE, PAPERS UNDER 55,000 CIRCULATION ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES
- 2008 MEDIA REPORTING/CRITICISM - 1ST PLACE, ANGRY POODLE FEATURE COLUMN, NICK WELSH ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES