



# Shine bright. Message right. Media Kit

*Revised 1/27/22*



Connect with hundreds of thousands of our readers to promote your business in the Valley of the Sun. We've been serving the Phoenix market since 1970.





## ANTHEM

**85086**  
 Age **41**  
 Income **\$86,770**  
 Home Value **\$512,000**  
 Circulation **10,000**

POSTAL DELIVERY

ANNUAL COMMUNITY GUIDE  
**NOVEMBER**  
 POSTAL & RACK DELIVERY



We are the oldest official member of the Apache Junction Chamber of Commerce

## APACHE JUNCTION/ GOLD CANYON

**85119, 85120**  
 Age **49**  
 Income **\$56,000**  
 Home Value **\$337,000**  
**85118**  
 Age **63**  
 Income **\$67,605**  
 Home Value **\$405,000**  
 Circulation **33,500**

POSTAL & RACK DELIVERY  
 MONTHLY



## BUCKEYE

SERVING SUN CITY FESTIVAL  
 THROUGH SUN LIFE MAGAZINE  
**85396**  
 Age **39**  
 Income **\$71,707**  
 Home Value **\$423,000**  
 Sun Life Magazine  
 circulation **1,800**

POSTAL DELIVERY MONTHLY



## FLORENCE

SERVING SUN CITY ANTHEM  
**85132**  
 Age **39**  
 Income **\$55,000**  
 Home Value **\$315,000**  
 Circulation **9,600**

POSTAL & RACK DELIVERY  
 MONTHLY



## GLENDALE

SERVING ARROWHEAD  
 RANCH  
**85308, 85310**  
 Age **41**  
 Income **\$81,500**  
 Home Value **\$480,000**  
 Circulation **14,000**

POSTAL & RACK DELIVERY  
 MONTHLY



## LITCHFIELD PARK/ GOODYEAR

SERVING PEBBLE CREEK &  
 ESTRELLA MOUNTAIN RANCH  
**85340**  
 Age **36**  
 Income **\$93,000**  
 Home Value **\$470,000**  
**85338, 85395**  
 Age **39**  
 Income **\$77,000**  
 Home Value **\$435,000**  
 Circulation **14,000**

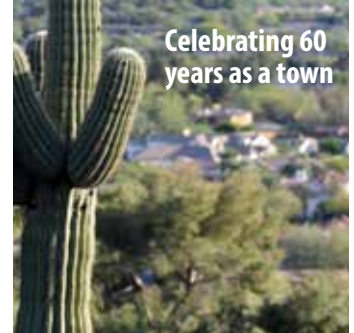
POSTAL & RACK DELIVERY  
 MONTHLY



## MESA

**85209, 85212**  
 SERVING EASTMARK &  
 SUNLAND SPRINGS VILLAGE  
 Age **34**  
 Income **\$101,000**  
 Home Value **\$415,000**  
 Circulation **22,000**

POSTAL & RACK DELIVERY  
 MONTHLY



Celebrating 60 years as a town

## PARADISE VALLEY

**85253**  
 Age **52**  
 Income **\$88,000**  
 Home Value **\$2,200,000**  
 Circulation **8,500**

POSTAL DELIVERY WEEKLY



Now in your mailbox



**PEORIA**  
SERVING VENTANA LAKES & WESTBROOK VILLAGE THROUGH SUN LIFE MAGAZINE  
**85383**  
Age **40**  
Income **\$114,000**  
Home Value **\$590,000**  
Circulation **26,000**  
Sun Life Magazine circulation **7,100**

POSTAL & RACK DELIVERY MONTHLY



**QUEEN CREEK**  
NOW SERVING IRONWOOD CROSSING  
**85142, 85140**  
Age **34**  
Income **\$87,200**  
Home Value **\$425,000**  
**25,500**

POSTAL & RACK DELIVERY MONTHLY



**SCOTTSDALE**  
**ZONE ONE: First of month**  
**85258, 85259, 85255**  
Age **50**  
Income **\$112,000**  
Home Value **\$850,000**  
Circulation **50,000**  
**ZONE TWO: Mid-month**  
**85262, 85260, 85257, 85251, 85250**  
Age **47**  
Income **\$85,000**  
Home Value **\$940,000**  
Circulation **50,000**

POSTAL & RACK DELIVERY MONTHLY



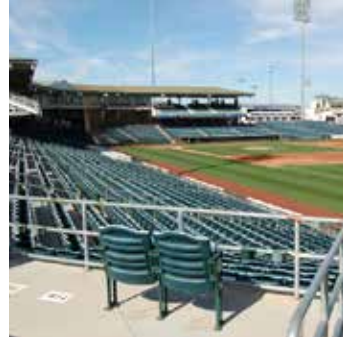
**SUN CITY**  
**85351, 85373**  
Age **73**  
Income **\$45,000**  
Home Value **\$302,000**  
Circulation **23,700**

DRIVEWAY & RACK DELIVERY WEEKLY



**SUN CITY WEST**  
SERVING CORTE BELLA THROUGH SUN LIFE MAGAZINE  
**85375**  
Age **76**  
Income **\$48,000**  
Home Value **\$366,000**  
Circulation **12,000**  
Sun Life Magazine circulation **1,800**

DRIVEWAY & BACK DELIVERY WEEKLY



**SURPRISE**  
SERVING ARIZONA TRADITIONS & SUN VILLAGE THROUGH SUN LIFE MAGAZINE  
**85374, 85379, 85388**  
Age **41**  
Income **\$60,065**  
Home Value **\$405,000**  
Circulation **24,000**  
Sun Life Magazine circulation **3,155**

DRIVEWAY & RACK DELIVERY WEEKLY



Our newest market

**TEMPE**  
**85284, 85283**  
Age **43**  
Income **\$61,000**  
Home Value **\$565,000**  
Circulation **15,000**

POSTAL & RACK DELIVERY MONTHLY



For a complimentary quote  
E-mail [azads@iniasa.org](mailto:azads@iniasa.org)  
or call **623-972-6101**

**3 out of 4 decision makers say they factor "trust-related attributes" when deciding how to allocate ad budgets. More than half say media companies protect consumer privacy and show corporate social responsibility to their communities.**

## Display Advertising

Agreements are for consecutive months and/or weeks. **Prices Are Per Market, Per Insertion**  
All rates include appropriate city tax.

Independent Newsmedia is a nonpartisan news organization. While we do accept political advertising in our print publications, we do not accept politically driven ads to be purchased on our front page.

### Multi-Market Discount

Contracted advertisers who agree to run the same ad in more than one product receive **25% off** the appropriate contract rate for additional services. **Discount applies to display rates only and the same ad must run in the same week without copy change. 25% discount is off the additional lower priced markets.**

Driveway Delivered Daily Independent Subscription newspaper Monday-Saturday 3,500 print & digital daily	AD SIZE	Monthly packages		Non-contract
		3-month or longer contract	3-month or longer contract	
	Full	10 ads for \$2,500	5 ads for \$1,700	\$500
	Half	10 ads for \$1,750	5 ads for \$1,400	\$300
	Quarter	10 ads for \$1,000	5 ads for \$775	\$175
	Eighth	10 ads for \$700	5 ads for \$400	\$100

Apache Junction/ Gold Canyon 33,500 Print monthly	AD SIZE	12-month	6-month	3-month	Non-contract
		Full	\$995	\$1,447	\$1,673
	3/4	\$772	\$1,111	\$1,305	\$1,500
	Half	\$550	\$775	\$937	\$1,100
	Third	\$450	\$675	\$787	\$900
	Quarter	\$375	\$563	\$656	\$750
	Sixth	\$300	\$450	\$525	\$600
	Eighth	\$250	\$375	\$437	\$500

Florence 9,600 Print monthly Glendale 14,000 Print monthly Litchfield Park/Goodyear 14,000 Print monthly Sun City West 12,000 Print weekly Tempe 15,000 Print monthly	AD SIZE	12-mon/52 wk	6-mon/26 wk	3-mon/13 wk	Non-contract
		Full	\$700	\$1,050	\$1,255
	3/4	\$562	\$844	\$984	\$1,125
	Half	\$425	\$638	\$744	\$850
	Third	\$377	\$566	\$660	\$754
	Quarter	\$329	\$494	\$567	\$658
	Sixth	\$277	\$416	\$485	\$554
	Eighth	\$225	\$338	\$394	\$450

**Now serving Tempe in April. Reserve early before premium placement is sold out.**

Mesa 22,000 Print monthly Peoria 26,000 Print monthly Queen Creek 25,500 Print monthly	AD SIZE	12-month	6-month	3-month	Non-contract
		Full	\$875	\$1,312	\$1,531
	3/4	\$687	\$1,031	\$1,202	\$1,374
	Half	\$500	\$750	\$875	\$1,000
	Third	\$415	\$622	\$726	\$830
	Quarter	\$350	\$525	\$612	\$700
	Sixth	\$290	\$425	\$502	\$580
	Eighth	\$240	\$360	\$420	\$480

Scottsdale 100,000 Print monthly Two zones of 50,000 each	AD SIZE	12-month	6-month	3-month	Non-contract
		Full	\$1,200	\$1,850	\$2,125
	3/4	\$1,000	\$1,500	\$1,750	\$2,000
	Half	\$800	\$1,200	\$1,400	\$1,600
	Third	\$600	\$900	\$1,150	\$1,200
	Quarter	\$400	\$600	\$750	\$800
	Sixth	\$325	\$488	\$569	\$650
	Eighth	\$275	\$412	\$481	\$550

Sun City 23,700 Print weekly Surprise 24,000 Print weekly Town of Paradise Valley 8,500 Print weekly	AD SIZE	52-week	26-week	13-week	Non-contract
		Full	\$750	\$1,125	\$1,312
	3/4	\$625	\$937	\$1,094	\$1,250
	Half	\$500	\$750	\$875	\$1,000
	Third	\$425	\$637	\$743	\$850
	Quarter	\$335	\$502	\$586	\$670
	Sixth	\$282	\$423	\$494	\$565
	Eighth	\$230	\$345	\$402	\$460

### Guaranteed Position

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

### Classifieds

Please email [iniclassads@inivia.org](mailto:iniclassads@inivia.org) for rates on private party, automotive, garage sales or Home Services.

### Charitable Rate

We extend our annual rate to charitable organizations without requiring a contract.

### Political Rate

Political advertisements will be charged our non-contract rate.

### Closing Time

Space reservation for display and classified advertising must be received by 4 p.m. the prior Thursday for weekly print publications. Space reservation is 11 a.m. the day prior for our daily newspapers. Please ask your advertising consultant for a monthly print schedule.

### Proofs

Proofs will be provided to the advertiser upon digital request. Copy must be submitted 48 hours prior to publication deadline. The advertiser can receive three complimentary proofs. Additional electronic proofs will be subject to a \$10 fee for each. An in-person proof is subject to a \$20 per visit fee.

### Tearsheets/Affidavits

Tearsheets and Affidavits of Publication will be mailed monthly upon request. There is a \$25 charge per month to mail tearsheets or affidavits of publication. There is a \$50 charge per month for weekly hand-carried delivery.

### Directory Listings

Home Services advertisement must follow graphic design format. Small business will not have individual headers. All directories include full color. Twelfth page:  
\$100 contract  
\$200 non-contract  
*No multi-market discounts apply.*



## Preprint Advertising Insert Rates

We offer zoned circulation for your preprinted inserts through out mailbox and driveway delivery. We are in some of the most sought after ZIP Codes in the Phoenix market. If you don't have fliers, no worries, we have competitive print and delivery rates so you can stand out from the rest.

### PRINT & DRIVEWAY DELIVERY

8.5" x 11"	8,500-10,000	\$80/1,000
60 lb. gloss	8,500-10,000	\$80/1,000
60 lb. gloss	10,001-99,999	\$75/1,000
60 lb. gloss	100,000-plus	\$70/1,000
100 lb. gloss	8,500-10,000	\$95/1,000
100 lb. gloss	10,001-99,999	\$90/1,000
100 lb. gloss	100,000-plus	\$85/1,000

5.5" x 8.5"	17,000-99,999	\$66/1,000
60 lb. gloss	17,000-99,999	\$66/1,000
100 lb. gloss	17,000-99,999	\$78/1,000

### PRINT & MAILBOX DELIVERY

8.5" x 11"	8,500-10,000	\$105/1,000
60 lb. gloss	8,500-10,000	\$105/1,000
60 lb. gloss	10,001-99,999	\$100/1,000
60 lb. gloss	100,000-plus	\$95/1,000
100 lb. gloss	8,500-10,000	\$135/1,000
100 lb. gloss	10,001-99,999	\$130/1,000
100 lb. gloss	100,000-plus	\$125/1,000

5.5" x 8.5"	17,000-99,999	\$86/1,000
60 lb. gloss	17,000-99,999	\$86/1,000
100 lb. gloss	17,000-99,999	\$98/1,000

### All printing & delivery rates require prepayment.

Advertising material must come to us camera-ready. There will be an additional charge for composition. Artwork must be received 10 business days prior to insertion date. Minimum order is 8,500.

### DRIVEWAY DELIVERY INSERT RATES

SIZE	5,000-99,999 per M	100,000-plus per M
5.5 x 8.5"	\$38	\$30
8.5" x 11"	\$38	\$33
4-8 Page Tab	\$42	\$39
12-16 Page Tab	\$44	\$41
20-24 Page Tab	\$48	\$44
28-32 Page Tab	\$55	\$51

### MAILBOX DELIVERY INSERT RATES

SIZE	5,000-99,999 per M	100,000-plus per M
5.5" x 11"	\$70	\$68
8.5" x 11"	\$70	\$68
4-8 Page Tab	\$73	\$71
12-16 Page Tab	\$75	\$73
20-24 Page Tab	\$80	\$78
28-32 Page Tab	\$83	\$81

### Minimum insertion charge is \$150.

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 12"x14."

### Preprint delivery deadline is 5 p.m. Wednesday prior to publication date.

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 at our central printing plant, Valley Newspapers, 23043 N. 16th Lane, Phoenix, Arizona 85027, between the hours of 8 a.m. and 4 p.m. The phone number is 623-445-2800.

## Postcard flats in the mailbox

### POSTCARDS DESIGN, PRINT & USPS MAIL 100 lb. gloss cover

#### 6 1/8 inches by 11.5 inches

5,000	\$3,350
10,000	\$5,317
20,000	\$9,251
35,000	\$15,385
50,000	\$21,050

#### Postage rates for Maricopa County.

### Prepayment required. No refunds.

Deadline is 15 business days prior to delivery to post office. Design is complimentary for postcard creation. Minimum printing is 5,000.



## Pamphlets to hand out

### PRINTING ONLY

#### 8.5" x 11" tri-folded

60 lb. gloss	8,500-99,999	\$51.40/1,000
100 lb. gloss	8,500-99,999	\$62.40/1,000

Your advertising dollars support community journalism.

### Cover sponsorships:

**\$4,600:** Front page photo, plus two full pages inside right hand read and two pages of news article written by the newsroom. Mention on Table of Contents. Static leader board on Sun Life Magazine page on YourValley.net.

**\$2,900:** Front page photo, plus one full pages inside right hand read and one page of news article written by the newsroom.

**Fold-out cover: \$2,100:** Two pages front and back.

**Bellybands: \$3,035:** 80# This is 4 inches tall and wraps around the outside of Sun Life. One-sided printing. May not be same business category of cover sponsorship.

**Postcards: \$5,250:** 4.25 inches by 6 inches. Printed and inserted hand-affixing with glue dots.

### Sun Life Magazine

#### 14,000 Print monthly

Arizona Traditions & Sun Village  
85374 (3,155)  
Corte Bella  
85375 (1,800)  
Sun City Festival  
85396 (1,800)  
Ventana Lakes  
85373 (2,100)  
Westbrook Village  
85382 (5,000)

AD SIZE	12-month	6-month	Non-contract	Inserts already printed
Full	\$900	\$1,100	\$1,300	\$84/1,000 random spot
Half	\$550	\$750	\$950	\$96/1,000 in specific spot
Quarter	\$325	\$450	\$575	<b>Inserts we print (14,000)</b>
Eighth	\$175	\$225	\$275	\$134/1,000 random spot
Sixteenth	\$100	\$150	\$200	\$149/1,000 in specific spot

## Print Advertorials

\$500 for 700 words • \$300 for 400 words  
**\$5 per photo.**

Advertorials will be marked as "paid advertisement" and bordered. Copy must be provided.

## Sticky Notes

- 12,500: \$140 per M
- 50,000: \$138 per M
- 100,000: \$131 per M
- 150,000: \$129 per M
- 300,000: \$128 per M

Pricing includes one-sided color print and sticking to Page 1. Minimum order 12,500. Artwork must be received 21 business days prior to insertion date. **All sales are final. Prepayment required.**

## Legal Advertising

Please email legals to legals@iniasa.org. Complies with ARS 10-140.34 and ARS 39-201A&B as required by State of Arizona for publishing legal notices.

## Obituaries & Memorials

Please email azobits@iniasa.org  
Tell their story the way you want it with **10 lines, a header and a photo for a minimum of \$50.** Each line after that is **\$2.** It is **\$5** for each additional photo or specialized artwork. Veterans receive a special gift of an American flag icon to accompany their obituary to give them a special salute for their service.

# Introducing our digital advertising agency

A print legacy, an online innovator

**GALAXY 110**  
digital • events • marketing

Custom built, multi-platform campaigns, built specifically for your business.  
Call your Independent Newsmedia marketing consultant for a custom quote today!



## Local Display Ads

Online ads, placed on our frequently updated website, YourValley.net. Prices starting at \$10 CPM, or \$99 a day for high-impact takeover positions.  
**Minimum spend \$250.**

## Sponsored Content

Display a promotional article on our home page at YourValley.net.  
\$500 for 700 words  
\$300 for 400 words  
\$150 for 150 words  
*Copy must be provided, or we'll write your piece for you for \$250.*  
**Move back up to the top of page for \$50.**

## Dining Out Profiles

Display a promotional article on your restaurant with up to five photos for **\$500**.  
*Copy must be provided. Move back up to the top of page for \$50.*  
*We'll write your piece for you for \$250.*  
**Prepayment required.**

## Targeted Email Newsletter

Our digital daily newsletter appeals to an educated audience. Prices starting at \$50 per day. Average open rate 40%.

## Targeted Email Campaigns

Geographically and demographically targeted with high open rates and strong ROI. Double opt in emails. Target by ZIP Code, Household income, Homeowner age & more. Demographic. 100% spam compliant. 15% email open rate guaranteed on campaigns greater than 50,000. 600 pixels wide high res jpeg. Eblast marketing is non-refundable. **All sales are final. Prepayment required.**

### RATES:

- \_\_\_ **5,000:** \$175
- \_\_\_ **10,000:** \$225
- \_\_\_ **15,000:** \$350
- \_\_\_ **20,000+:** \$22.50 per M
- \_\_\_ **35,000+:** \$17.50 per M
- \_\_\_ **50,000+:** \$15 per M
- \_\_\_ **100,000+:** \$13.50 per M

## Website Design

Create the best user experience on all devices.

- 3-Page Website: \$1,250**
- 5-Page Website: \$1,500**
- 10-Page Website: \$2,395**

Larger sites available; Ask us for a complimentary quote.

Secure hosting with backups & monthly maintenance: **\$100**

E-Commerce sites available

Call for details.

**Prepayment required for web building.**

## Connected TV Streaming

Reach viewers on platforms like Hulu and YouTube. Ads can be targeted geographically and demographically on our home page. Prices starting at \$50 CPM. **All sales are final. Prepayment required.**

## Device ID Targeting

Geo-fencing, geo-farming and more. We'll help you target the right audience. Prices starting at \$15 CPM. **All sales are final. Prepayment required.**

## Google My Business Listing

On-site help to manage your search engine presence. Prices starting at \$200 per month. **Six month minimum requirement. All sales are final. Prepayment required.**

## Programmatic Display

Targeted display ads to help bring your message to the most effective customers. Prices starting at \$15 CPM. **All sales are final. Prepayment required. Three month minimum requirement.**

## Preroll Video

Preroll video displayed in the right corner of YourValley.net. Prices starting at \$20 CPM. **All sales are final. Prepayment required.**

## Connecting advertisers with the community

### Special Events

We connect our advertisers with the community by hosting monthly events throughout the year. Our most popular events include our senior expos, Hometown Heroes Awards and Issues & Experts series. Expos give advertisers the opportunity to showcase products, services and resources benefiting our reader base and help them optimize their marketing dollars. We have various sponsorship packages available.



# 6 million unique visitors a year

Average visitor returns 3 times weekly • More than 500,000 page views a month

**Banner Ads**  
TOP OF PAGE  
**SPONSORSHIP SOLD OUT**

**Weather and/or Search Sponsor**  
\$950/month  
Dimensions: 175 x 75  
1 ad position  
1 spot  
**No political ads**

**Mobile banner**  
\$10/M  
320 x 50  
1 ad position  
20 spots

**Wide Skyscraper or Book Ends**  
\$15/M or \$20/M  
Dimensions: 160 x 600  
2 ad positions  
20 spots

**Leaderboard**  
\$10/M  
Dimensions: 728 x 90  
Desktop & Mobile



600  
600  
**MAIN INFORMATION AREA**  
DO NOT USE THIS AREA

**Page Peel**  
\$99/day  
Dimensions: 600 x 600  
1 ad position  
20 spots

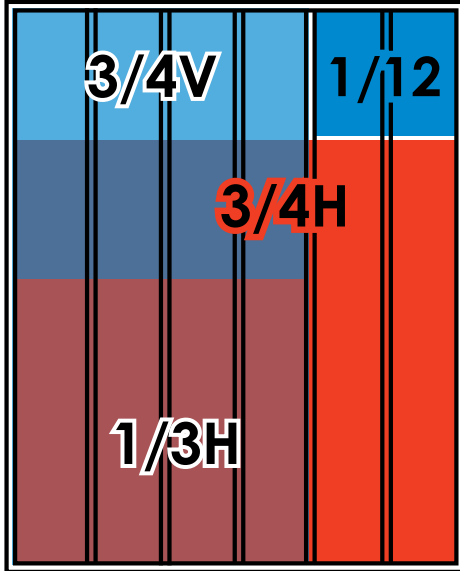
**Preroll video**  
\$15/M  
Video must be submitted

**Double Block**  
\$15/M  
Dimensions: 300 x 600  
1 ad position  
20 total spots

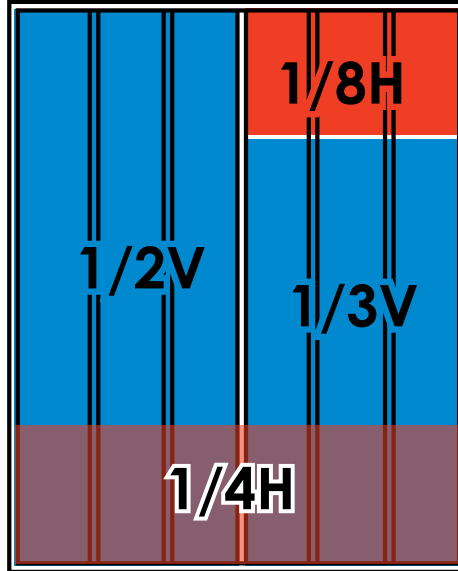
**One Block**  
\$10/M  
Dimensions: 300 x 250  
Desktop & Mobile

# DISPLAY SIZES

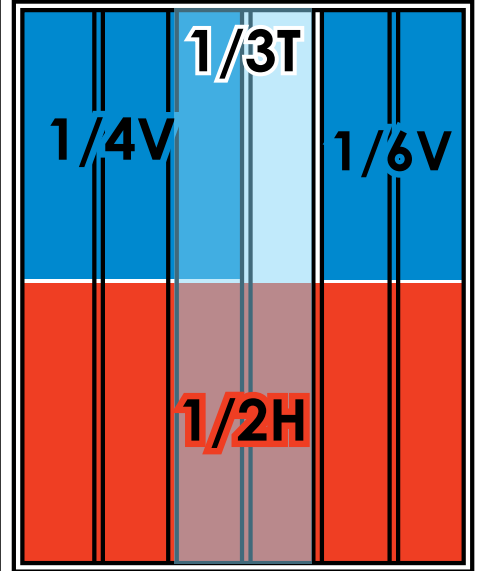
## INDEPENDENT NEWSPAPERS



**Double Truck - 20.75" x 12.4"**  
**Full Page - 10" x 12.4"**  
**3/4 Horizontal - 10" x 9.375"**  
**3/4 Vertical - 6.625" x 12.4"**



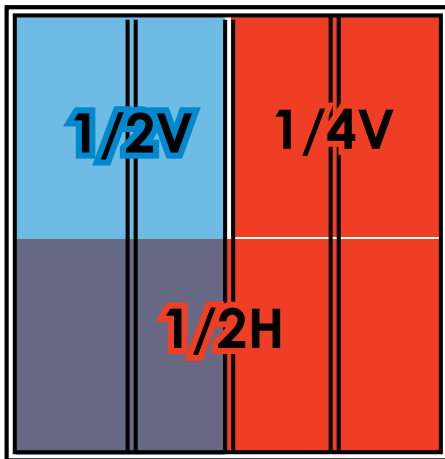
**1/2 Horizontal - 10" x 6.125"**  
**1/2 Vertical - 4.93" x 12.4"**  
**1/3 Horizontal - 6.625" x 6.125"**  
**1/3 Vertical - 4.93" x 9.375"**  
**1/3 Tall - 3.25" x 12.4"**



**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"**

## SHORT TAB

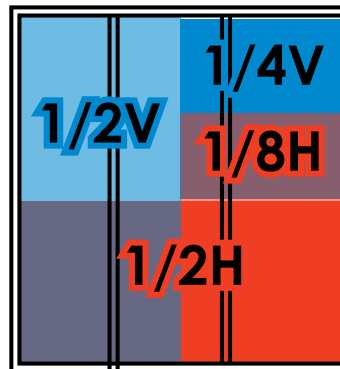
NORTHWEST VALLEY HOMES  
SPECIAL SECTIONS



**Full Page - 10" x 10.25"**  
**1/2 Vertical - 4.9" x 10.25"**  
**1/2 Horizontal - 10" x 5.07"**  
**1/4 Vertical - 4.9" x 5.07"**

## MAGAZINE

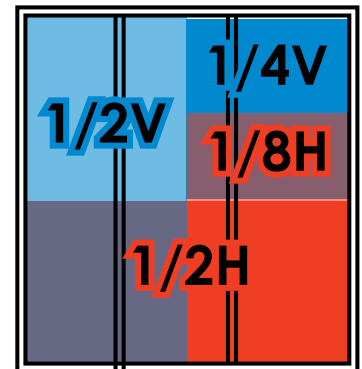
SUN LIFE



**Full Page - 7.25" x 9.67"**  
**1/2 Horizontal - 7.25" x 4.75"**  
**1/2 Vertical - 3.5" x 9.67"**  
**1/4 Vertical - 3.5" x 4.75"**  
**1/8 Horizontal - 3.5" x 2.25"**  
**1/16th - 1.67" x 2.25"**

## BOOKLET

EXPERIENCE THE QC • SPRING TRAINING



**Full Page - 7.25" x 9.5625"**  
**1/2 Horizontal - 7.25" x 4.7"**  
**1/2 Vertical - 3.5" x 9.5625"**  
**1/4 Vertical - 3.5" x 4.7"**  
**1/8 Horizontal - 3.5" x 2.25"**

## Art Guidelines

Please provide your advertising consultant with the highest quality logos, photos and line art available to you. Logos for business cards, letterhead or from the internet will likely produce poor quality.

All colors 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 WORD, PUBLISHER, COREL DRAW, OR PAGEMAKER.**

Graphic service is \$250 per new ad build for fliers and/or eblasts.