Let us help you improve your marketing and your results.

Reach up to 1,000,000 readers throughout the Valley with our digital dailies, print newspapers, and magazine.

INDEPENDENT NEWS MEDIA
Celebrating & Connecting Our Communities
YourValley.net

Our Readers. Your Customers.
SERVING THE PHOENIX-AREA MARKET SINCE 1970
### Community Print Profiles

#### Apache Junction/Gold Canyon
- **85119, 85120**
  - **Age**: 49
  - **Income**: $37,412
  - **Home Value**: $88,800

- **85118**
  - **Age**: 63
  - **Income**: $67,605
  - **Home Value**: $257,050

POSTAL & BULK DELIVERY MONTHLY

#### Glendale
- **Serving Arrowhead Ranch Area**
- **85308, 85310**
  - **Age**: 33
  - **Income**: $79,122
  - **Home Value**: $208,600
  - **Circulation**: 14,000
  - **POSTAL & BULK DELIVERY MONTHLY**

**85310**: No. 19 for wealthiest ZIP code in the Phoenix market.

#### Litchfield Park/Goodyear
- **85340**
  - **Age**: 47
  - **Income**: $78,056
  - **Home Value**: $271,400

- **85338**
  - **Age**: 38
  - **Income**: $73,900
  - **Home Value**: $262,600
  - **Circulation**: 10,000

POSTAL & BULK DELIVERY MONTHLY

#### Peoria
- **85373, 85381, 85382, 85383**
  - **Age**: 39
  - **Income**: $71,607
  - **Home Value**: $208,650
  - **Circulation**: 19,500
  - **DRIVEWAY & BULK DELIVERY BI-WEEKLY**

**85383**: No. 7 for wealthiest ZIP code in the Phoenix market.

#### Queen Creek
- **85142**
  - **Age**: 30
  - **Income**: $87,248
  - **Home Value**: $260,200
  - **Circulation**: 24,000

POSTAL & BULK DELIVERY MONTHLY

#### Scottsdale
- **85258, 85259, 85255**
  - **Age**: 46
  - **Income**: $105,156
  - **Home Value**: $542,200
  - **Circulation**: 50,500

**85259**: No. 5 for wealthiest ZIP code in the Phoenix market.
**85255**: No. 3 for wealthiest ZIP code in the Phoenix market.

#### Sun City
- **85351, 85373**
  - **Age**: 73
  - **Income**: $36,762
  - **Home Value**: $116,200
  - **Circulation**: 19,500

DRIVEWAY & BULK DELIVERY WEEKLY

#### Sun City West
- **85375**
  - **Age**: 75
  - **Income**: $44,783
  - **Home Value**: $174,050
  - **Circulation**: 12,500

DRIVEWAY & BULK DELIVERY WEEKLY

#### Surprise
- **85374, 85379, 85388**
  - **Age**: 39
  - **Income**: $60,065
  - **Home Value**: $185,650
  - **Circulation**: 26,300

DRIVEWAY & BULK DELIVERY WEEKLY

#### Town of Paradise Valley
- **85253**
  - **Age**: 52
  - **Income**: $142,746
  - **Home Value**: $1,166,300
  - **Circulation**: 8,500

POSTAL DELIVERY WEEKLY
**No. 1 for wealthiest ZIP code in the Phoenix market.**

---

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.

*Source: Advertiser Perceptions (40% marketer/60% agency) March 2019*

Sources: USA.com | U.S. Census | The numbers above reference the averages in all three categories.
Display Advertising Rates

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

### Daily Independent
- **Subscription newspaper**
  - **Monday-Saturday**
  - 4,000 print daily

#### Apache Junction/Gold Canyon
- **33,000 Print monthly**

#### Queen Creek
- **24,000 Print monthly**

#### Glendale
- **14,000 Print monthly**

#### Litchfield Park/Goodyear
- **10,000 Print monthly**

#### Scottsdale
- **50,500 Print monthly**

#### Driveway Delivered
- **Peoria**
- 19,500 Print bi-weekly

### 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. Discount(s) applied to less-expensive markets.

### Home Services & Small Business Directories

<table>
<thead>
<tr>
<th></th>
<th>Contract</th>
<th>Non-contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>Twelfth</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

Home Services advertisement must follow graphic design format. Small business will not have individual headers.
### Display Advertising Rates (continued)

#### Driveway Delivery

<table>
<thead>
<tr>
<th>Sun City</th>
<th>19,500 Print weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE</td>
<td>52-week</td>
</tr>
<tr>
<td>Full</td>
<td>$799</td>
</tr>
<tr>
<td>3/4</td>
<td>$719</td>
</tr>
<tr>
<td>Half</td>
<td>$475</td>
</tr>
<tr>
<td>Third</td>
<td>$260</td>
</tr>
<tr>
<td>Quarter</td>
<td>$210</td>
</tr>
<tr>
<td>Sixth</td>
<td>$120</td>
</tr>
<tr>
<td>Eighth</td>
<td>$100</td>
</tr>
</tbody>
</table>

#### Sun City West | 12,500 Print weekly |

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>52-week</th>
<th>26-week</th>
<th>13-week</th>
<th>Non-contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$600</td>
<td>$600</td>
<td>$595</td>
<td>$1,250</td>
</tr>
<tr>
<td>3/4</td>
<td>$570</td>
<td>$570</td>
<td>$565</td>
<td>$1,120</td>
</tr>
<tr>
<td>Half</td>
<td>$425</td>
<td>$425</td>
<td>$415</td>
<td>$585</td>
</tr>
<tr>
<td>Third</td>
<td>$325</td>
<td>$325</td>
<td>$315</td>
<td>$385</td>
</tr>
<tr>
<td>Quarter</td>
<td>$200</td>
<td>$200</td>
<td>$195</td>
<td>$340</td>
</tr>
<tr>
<td>Sixth</td>
<td>$164</td>
<td>$164</td>
<td>$155</td>
<td>$318</td>
</tr>
<tr>
<td>Eighth</td>
<td>$108</td>
<td>$108</td>
<td>$103</td>
<td>$216</td>
</tr>
</tbody>
</table>

### Preprint Advertising Rates

#### PRINT & DRIVEWAY DELIVERY INSERT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>8.5&quot;x11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-50 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>70 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>100 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>40-50 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>70 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>100 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>40-50 lb.</td>
<td>100,000-plus</td>
</tr>
<tr>
<td>70 lb.</td>
<td>100,000-plus</td>
</tr>
<tr>
<td>100 lb.</td>
<td>100,000-plus</td>
</tr>
</tbody>
</table>

#### PRINT & MAIL DELIVERY INSERT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>8.5&quot;x11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-50 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>70 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>100 lb.</td>
<td>10,000-59,999</td>
</tr>
<tr>
<td>40-50 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>70 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>100 lb.</td>
<td>60,000-99,999</td>
</tr>
<tr>
<td>40-50 lb.</td>
<td>100,000-plus</td>
</tr>
<tr>
<td>70 lb.</td>
<td>100,000-plus</td>
</tr>
<tr>
<td>100 lb.</td>
<td>100,000-plus</td>
</tr>
</tbody>
</table>

#### DRIVeway PREPRINT INSERT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>8.5&quot;x11&quot;</th>
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</thead>
<tbody>
<tr>
<td>5,000-50,000 PER M</td>
<td>$38</td>
</tr>
<tr>
<td>50,001-100,000 PER M</td>
<td>$33</td>
</tr>
<tr>
<td>OVER 100,000 PER M</td>
<td>$25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIZE</th>
<th>4-8 Page Tab</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot;x11&quot;</td>
<td>$40</td>
</tr>
<tr>
<td>12-16 Page Tab</td>
<td>$43</td>
</tr>
<tr>
<td>20-24 Page Tab</td>
<td>$48</td>
</tr>
<tr>
<td>28-32 Page Tab</td>
<td>$53</td>
</tr>
</tbody>
</table>

#### MAILED PREPRINT INSERT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>8.5&quot;x11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000-50,000 PER M</td>
<td>$70</td>
</tr>
<tr>
<td>50,001-100,000 PER M</td>
<td>$68</td>
</tr>
<tr>
<td>OVER 100,000 PER M</td>
<td>$65</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIZE</th>
<th>4-8 Page Tab</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot;x11&quot;</td>
<td>$73</td>
</tr>
<tr>
<td>12-16 Page Tab</td>
<td>$75</td>
</tr>
<tr>
<td>20-24 Page Tab</td>
<td>$80</td>
</tr>
<tr>
<td>28-32 Page Tab</td>
<td>$83</td>
</tr>
</tbody>
</table>

### Targeted Email Blast Marketing

**KEY FEATURES:** 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. Email 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

### DINING OUT PROFILE & ADVERTORIALS

**ONLINE YEARLONG:** Submitted content must be provided by advertiser. $200 includes profile and up to four photos of establishment. Move back up to the top spot for $50 each additional time. **Prepayment required.**

**KEY FEATURES:**
- Double opt in emails
- Target by ZIP Code
- Household income, Homeowner age & more
- Demographic
- 15% email open rate guaranteed on campaigns greater than 50,000
- Email marketing is non-refundable

We offer a **FREE** consultation.

---

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 newspapers, at our central printing plant, Valley Newspapers, 23043 N. 16th Lane, Phoenix, Arizona 85027, between the hours of 8 a.m. and 5 p.m. The phone number is 623-445-2800. All print delivery rates require prepayment.
YourValley.net offers NEW ways to bring your message to our readers!

More than 750,000 page views and 350,000 users EVERY month!
TABLOID DISPLAY SIZES
INDEPENDENT NEWSPAPERS • SUN VIEWS • APACHE JUNCTION CITIZEN

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”

1/4 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”

BOOKLET SIZES
EXPERIENCE THE QC • SUN LIFE MAGAZINE • SPRING TRAINING

Full Page 7.25” x 9.875”
1/2 Horizontal 3.5” x 4.75”
1/4 Vertical 3.5” x 2.25”

1/2 Horizontal 7.25” x 4.75”
1/4 Vertical 3.5” x 4.75”
1/8 Horizontal 3.5” x 2.25”

SHORT TABLOID SIZES
AJ CITIZEN • NORTHWEST VALLEY HOMES
SPECIAL SECTIONS

Full Page 10” x 10.25”
1/2 Horizontal 10” x 5.07”
1/4 Vertical 4.9” x 5.07”

Rec Center News SIZES

Full Page 10” x 12.375”
1/2 Horizontal 10” x 6.125”
1/4 Vertical 4.875” x 6.125”
Double-Truck Ads
Center spread ads will be billed as 2 full-page ads plus 10%.

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

Advertorials
$500 for 700 words • $300 for 400 words • $150 for 150 words
All advertorials will be marked as "advertisement" and bordered. Copy must be provided.

Sticky Note Messages
We offer easy-to-peel-off advertising messages. Price includes printing and process color. All sticky notes are 3" x 3" and appear in the upper right-hand corner of page 1. Increments of 12,500 or more. Orders must be placed at least 10 business days prior to publication. $85 per 1,000 for double-sided. Buy 100,000 and save $10 per 1,000.

Charitable Rate
The Independent is pleased to extend our annual rate to all charitable organizations, including groups that give back to their communities.

Political Rate
Political advertisements will be charged our non-contract rate.

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

Memorials/Obituaries
Please email obituaries to azobits@newszap.com. Obituary rates are based on per column inch.

Proofs
Proofs will be provided to the advertiser upon request. Copy must be submitted 48 hours prior to publication deadline. The advertiser can receive three complimentary proofs. Additional proofs will be subject to a $10 fee for each.

Tearsheets/Affidavits
Tearsheets and Affidavits of Publication will be mailed monthly upon request. There is a $20 charge to mail tearsheets or affidavits of publication. There is a $50 charge for weekly hand-carried delivery.

Special Events
We connect our advertisers with the community by hosting monthly special events throughout the year. Our most popular events include our senior expos. The 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.

Classifieds
Please emailiniclassads@newszap.com for rates on private party, automotive, garage sales or Home Services.

Digital Advertising
We offer numerous options for digital advertising, including spam compliant targeted email blasts, newsletters, advertorials, dining out and digital impressions.

Print & Delivery
Independent Newsmedia can print and distribute your preprinted inserts. Advertisers have the choice of zones/neighborhoods reached by us. Print orders must be increments of 10,000. The minimum order is 10,000 single sheet, double-sided, 8.5"x11,"40-50 lb. gloss, full color. 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 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. Thursday 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.

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Closing Time
Space reservation for display and classified advertising must be received by 5 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 newspaper schedule.

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 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 $150 per new ad build for fliers and/or eblasts.

Our newspapers & magazine at YourValley.net
Daily Independent • Apache Junction/Gold Canyon Independent • Glendale Independent
Litchfield Park/Goodyear Independent • Peoria Independent • Queen Creek Independent
Scottsdale Independent • Sun City Independent • Sun City West Independent • Surprise Independent
Town of Paradise Valley Independent • Northwest Homes • Sun Life Magazine

For a complimentary quote
E-mail azads@newszap.com or call 623-972-6101