

COACHELLA VALLEY INDEPENDENT

CV INDEPENDENT

2020 MEDIA KIT



CV INDEPENDENT

COACHELLA VALLEY INDEPENDENT

MONTHLY PRINT EDITION



CVINDEPENDENT DIGITAL:
CVINDEPENDENT.COM, WEEKLY
E-EDITION AND SOCIAL MEDIA



INDEPENDENT MARKET



IN PRINT

16,000 copies (with seasonal adjustments) delivered to more than 380 locations across every part of the Coachella Valley.

The issue is delivered to stores, restaurants, auto dealers, offices, hotels and a variety of other locations—a perfect mix of places to reach locals and visitors alike. For an updated list of locations, click on “find a copy” at CVIndependent.com

ONLINE

CVIndependent.com is the best news and information website in the Coachella Valley.

According to Google Analytics, as of Sept. 26, 2019, about **13,000 unique visitors** come to CVIndependent.com every month!

THE COACHELLA VALLEY INDEPENDENT

According to Quantcast as of Sept. 26, 2019, the Independent reader skews slightly male, is predominantly **25-64, affluent** and **highly educated**.

Gender

Male 54%*
Female 46%

Age

25-34 17%
35-44 18%
45-54 21%*
55-64 15%*
65-plus 8%*

Household Income

\$0-\$50k 36%
\$50-\$100k 30%*
\$100-\$150k 18%*
\$150k-plus 16%*

Education Level

No College 20%
College 52%*
Grad School 28%*

* Higher than the U.S. Internet average.
Stats from Quantcast’s analytics of CVIndependent.com as of Sept. 26, 2019.

SPECIAL ISSUES FEBRUARY Palm Springs Craft Cocktail Week Special Section
FEBRUARY The Art Issue • APRIL The Music Issue
NOVEMBER Pride • DECEMBER Best of Coachella Valley



COACHELLA VALLEY INDEPENDENT

CV INDEPENDENT



OUR MISSION STATEMENT:

The Coachella Valley Independent is the valley's only true source of independent news, arts coverage, commentary and culture. We believe in true, honest journalism: We want to afflict the comfortable, and comfort the afflicted. We want to be a mirror for the entire Coachella Valley. We want to inform, enlighten and entertain. We will never let advertisers determine what we cover, and how we cover things. In other words, we will always tell it how we see it. For example: Some other publications in this valley do puff-piece reviews or feature stories on advertisers to make said advertisers happy. We will never, ever do that. If we lose an advertiser due to an unflattering story, a negative review or something else, so be it.

2020 MONTHLY RATES

Color included; cost is per consecutive issue

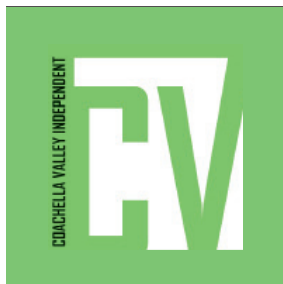
Sticker ads and pre-paid inserts are available; call 760-904-4208 for details.

* Back cover is \$1,299; multi-month discounts possible depending on availability.

FULL PAGE

9.889 inches by 9.6607

SIZE	OPEN RATE	3X	6X	8X	12X
Full	\$1199*	\$1069	\$999	\$909	\$829
1/2	\$749	\$649	\$599	\$529	\$479
1/3	\$539	\$479	\$409	\$379	\$339
1/4	\$459	\$399	\$339	\$299	\$259
1/6	\$379	\$329	\$279	\$249	\$209
1/8	\$269	\$259	\$229	\$199	\$159

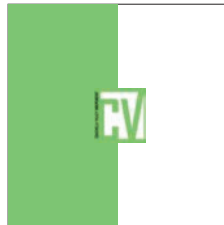


SPACE RESERVATION DEADLINES

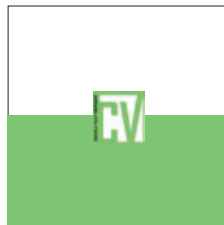
- November 2019: Monday, Oct. 21
- December 2019: Monday, Nov. 18
- January 2020: Monday, Dec. 16
- February 2020: Monday, Jan. 20
- March 2020: Monday, Feb. 17
- April 2020: Monday, March 16
- May 2020: Monday, April 20
- June 2020: Monday, May 18
- July 2020: Monday, June 15
- August 2020: Monday, July 20
- September 2020: Monday, Aug. 17
- October 2020: Monday, Sept. 14
- November 2020: Monday, Oct. 19
- December 2020: Monday, Nov. 16
- January 2021: Monday, Dec. 14

Art deadline is the Wednesday two days later

HALF PAGE

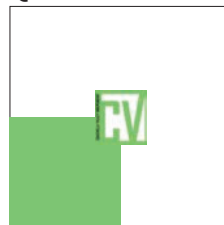


VERTICAL 4.8612 by 9.6607



HORIZONTAL 9.889 by 4.7399

QUARTER PAGE



VERTICAL 4.8612 by 4.7399



HORIZONTAL 9.889 by 2.2873

SIXTH PAGE

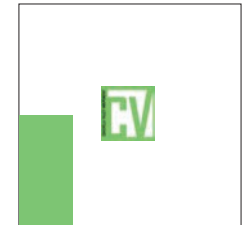


VERTICAL 2.4063 by 6.441



HORIZONTAL 4.8612 by 3.1600

EIGHTH PAGE



VERTICAL 2.4063 by 4.7399



HORIZONTAL 4.8612 by 2.2873

10 PERCENT DISCOUNT TO NONPROFITS.

25 PERCENT DISCOUNT FOR MATCHING ONLINE COMMITMENT.

ALL RATES ARE FOR CAMERA-READY .JPG, .TIF OR .PDF FILES.

Need us to design your ad for you? No problem! For a \$35 fee, our graphic design team will work with you to develop the perfect advertisement.



CV INDEPENDENT

COACHELLA VALLEY INDEPENDENT

CVINDEPENDENT DIGITAL

CVINDEPENDENT.COM, WEEKLY E-EDITION, SOCIAL MEDIA AND ONLINE EVENTS CALENDAR

LEADERBOARD PACKAGE

\$435 per month

- 728 by 90 leaderboard at the top of CVIndependent.com, run of site.
- Leaderboard at the top of the weekly Independent e-Edition.
- A sponsored post on the Independent's Facebook network.
- Sponsored calendar listing

RECTANGLE PACKAGE

\$385 per month

- 300 by 250 rectangle at CVIndependent.com, run of site.
- Rectangle ad on the weekly Independent e-Edition.
- A sponsored post on the Independent's Facebook network.
- Sponsored calendar listing



MOBILE LEADERBOARD PACKAGE

\$365 per month

- 320 by 50 leaderboard at the top of CVIndependent.com's mobile website, run of site.
- Banner ad on the weekly Independent e-Edition.
- A sponsored post on the Independent's Facebook network.
- Sponsored calendar listing

BANNER PACKAGE

\$300 per month

- 468 by 60 banner ad at CVIndependent.com, run of site.
- Banner ad on the weekly Independent e-Edition.
- A sponsored post on the Independent's Facebook network.
- Sponsored calendar listing

*25 percent discount if purchased with print commitment.

*Multiple-month discounts available if prepaid.

SPONSORED CONTENT

CVINDEPENDENT.COM, WEEKLY E-EDITION, PRINT EDITION AND SOCIAL MEDIA

PRINT ONLY: YOU WRITE

- 1/2 page (usually 600 words or less)
- 3/4 page (usually 600-950 words)
- Full page (usually 950-1250 words)

1X

\$749

3X

\$649

6X

\$589

12X

\$479

DIGITAL ONLY: YOU WRITE

Any length up to 1,250 words

Included in perpetuity on CVIndependent.com and in one weekly e-Edition, with one Facebook post*

1X

\$799

3X

\$649

6X

\$549

12X

\$499

PRINT AND DIGITAL: YOU WRITE

- 1/2 page (usually 600 words or less)
- 3/4 page (usually 600-950 words)
- Full page (usually 950-1250 words)

1X

\$1229

3X

\$1039

6X

\$899

12X

\$789

\$1449

\$1269

\$1149

\$969

\$1679

\$1459

\$1329

\$1119

Want us to produce your content for you, with your guidance?

Add \$200 per month 6x and 12x; \$250 per month for 1x, 3x

*** Ask your representative for the Sponsored Content rate card for complete details!**



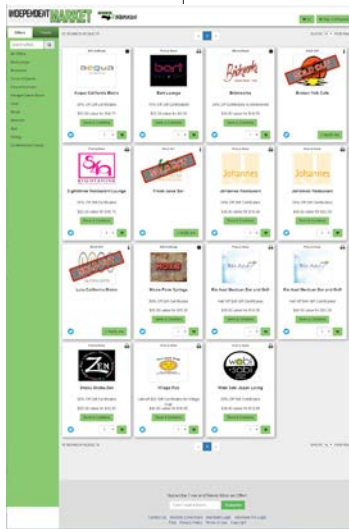
INDEPENDENT MARKET

INDEPENDENT MARKET
THE COACHELLA VALLEY'S BEST ONLINE GIFT-CERTIFICATE STORE

TWO WAYS TO JOIN THE INDEPENDENT MARKET

1. Pay for all or part of your CV Independent advertising in trade.

It's simple: You provide us with gift certificates; we work together to determine a price that best benefits you and the consumer; they're put on sale (usually at half-price) in the Independent Market. When the certificates sell, you have customers walking in your door and/or using your service—and you get advertising credits with the Independent! Everybody wins!



2. Consignment

Promote your business in the market and get paid when your gift certificates sell. You tell us how much you want to sell, and at what price; we then arrange a revenue split. It's that simple.

RATE EXAMPLES

- **For a quarter-page ad in the Independent for eight months**
Cash price per month: \$299
Trade price per month: \$598
Combo cash/trade price per month: \$174 in cash, \$250 in trade
- **For a one-month leaderboard package with CVIndependent digital**
Cash price: \$435
Trade price: \$870
Combo cash/trade price: \$235 in cash, \$400 in trade
- **For a half-page ad, one month only (open rate)**
Cash price: \$749
Trade price: \$1,498
Combo cash/trade price: \$449 in cash, \$600 in trade

Your advertising rep will work with you to determine the exact amount, depending on the trade amount you want to provide, and the frequency of Independent advertising that you want.