



— COACHELLA VALLEY —
INDEPENDENT

MEDIA KIT 2026

OUR MISSION

COACHELLA VALLEY
INDEPENDENT

Since 2012, the Coachella Valley Independent has been 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, or 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.





PRINT

CIRCULATION
16,000

LOCATIONS
More than 300

DIGITAL

CVIndependent.com
27,000
Unique Monthly Visitors

INDY DIGEST

Our News Newsletter
(Mondays, Thursdays)

7,200
Subscribers
over 45% open rate

11 DAYS A WEEK

Our Events Newsletter
(Wednesdays)

7,200
Subscribers
over 45% open rate

DIGITAL



CVINDEPENDENT.COM

Each digital package includes the ad in at least one newsletter per week. Multiple-month discounts available.

AD SIZE	DIMENSIONS PIXEL WIDTH x HEIGHT	LOCATION	RATE MONTHLY
Leaderboard	728 x 90	Top of site	\$639
Billboard	970 x 250	Above the fold	\$639
Rectangle	300 x 250	In-story and right-hand sidebar	\$549
Banner	468 x 60	Footer of site	\$399

SPECS 72 dpi, as a .jpg or .gif

SOCIAL MEDIA POSTS on request

ONE WEEK 40% of monthly price

HALF-MONTH 67% of monthly price

SAVE!

- 25% discount if purchased with print commitment
- Multiple-month discounts available
- 20% discount for nonprofits

LOCAL SPOTLIGHT JUST \$99 PER MONTH

A photo, headline and short description/offer, located in the right sidebar area of all pages!



NEWSLETTERS

11 DAYS A WEEK NEWSLETTER

Every Wednesday, 11 Days a Week features our curated recommendations on what to do over the next 11 days—in other words, the coming weekend and the following week.

FIRST PLACE IN THE 2024 CALIFORNIA JOURNALISM AWARDS FOR BEST NEWSLETTER!

NEWSLETTER SPONSOR

\$275 (one per week)

Your message (about 200 words plus an image) leads off that week's newsletter! It can also include a display ad further down—giving your message twice the space.

THE GIVEAWAY

\$250 (one per week)

Want to promote your event by giving away tickets? Swag? Something else? Promote that via a photo and message (about 160 words); you can handle the digital fulfillment, or we can, your choice!

SPONSORED LISTING

\$175 (up to four per week)

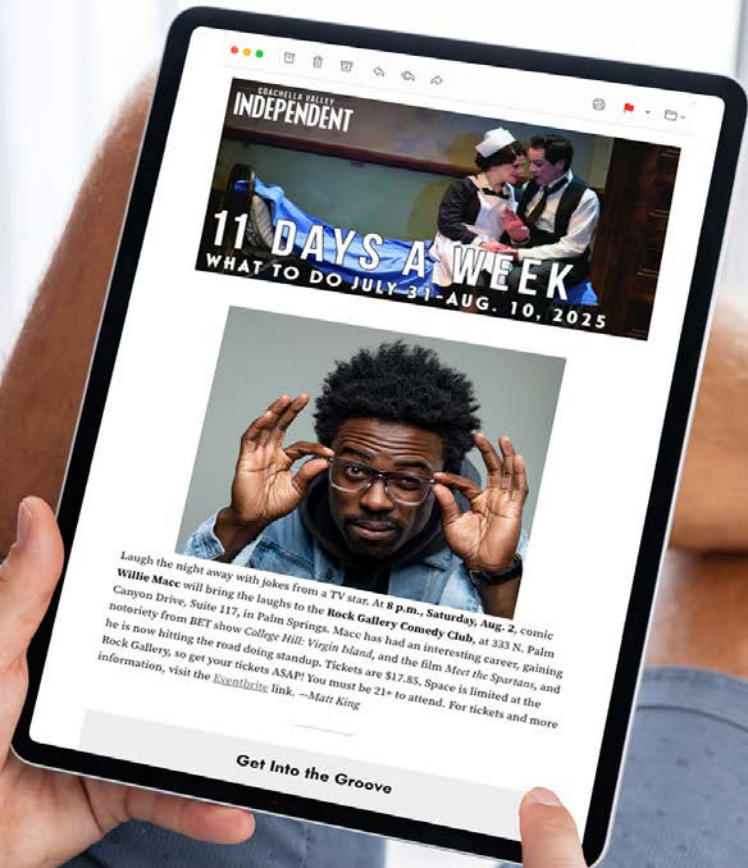
Promote your event with a photo and a write-up (up to about 160 words), mixed in with our curated event selections! The write-up can (and should) include links to ticketing or information websites, of course! Listings are marked as sponsored.

DISPLAY AD

\$175 (up to three per week)

Share your message via either a 300x250 or 728x90 ad, with clicks redirected to your website or ticketing page.

All prices per week. Nonprofits receive a 20 percent discount. Multi-week discounts available. Promoted listings on our online calendar available for no extra charge by request.



EDITORIAL CALENDAR

ISSUE	RESERVE BY	ARTWORK DUE
MAY	Mon, April 20	Wed, April 22
JUNE	Mon, May 18	Wed, May 20
JULY	Mon, June 15	Wed, June 17
AUG	Mon, July 20	Wed, July 22
SEP	Mon, Aug. 17	Wed, Aug. 19
OCT	Mon, Sept. 14	Wed, Sept. 16
<i>PRIDE ISSUE</i> NOV	Mon, Oct. 19	Wed, Oct. 21
<i>BEST OF ISSUE</i> DEC	Mon, Nov. 16	Wed, Nov. 18
JAN 2027	Mon, Dec. 14	Wed, Dec. 16
<i>ART ISSUE</i> FEB	Mon, Jan. 18	Wed, Jan. 20
MARCH	Mon, Feb. 15	Wed, Feb. 17
APRIL	Mon, March 15	Wed, March 17
MAY	Mon, April 19	Wed, April 21
JUNE	Mon, May 17	Mon, May 19
JULY	Mon, June 14	Wed, June 16

FEB ART ISSUE



NOV PRIDE ISSUE



DEC BEST OF ISSUE



The valley's own Alf Alpha performs at Coachella.
Photo by Guillermo Prieto/rockphotos.net



PRINT ADVERTISING

SIZE	OPEN	3X	6X	8X	12X
Full Page	\$1,479	\$1,269	\$1,069	\$969	\$889
½ Page	\$979	\$819	\$679	\$579	\$529
⅓ Page	\$699	\$589	\$479	\$419	\$379
¼ Page	\$549	\$479	\$379	\$399	\$289
⅙ Page	\$449	\$379	\$319	\$289	\$249
⅛ Page	\$329	\$329	\$269	\$239	\$199

Back Cover \$1,799 Multi-month discounts available based on availability

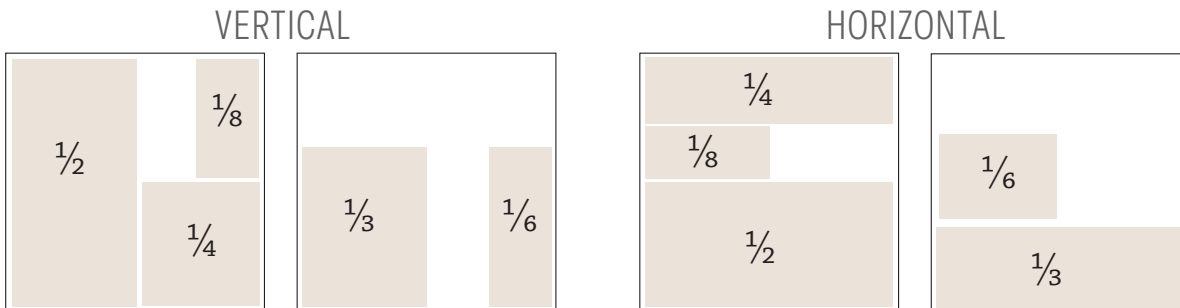
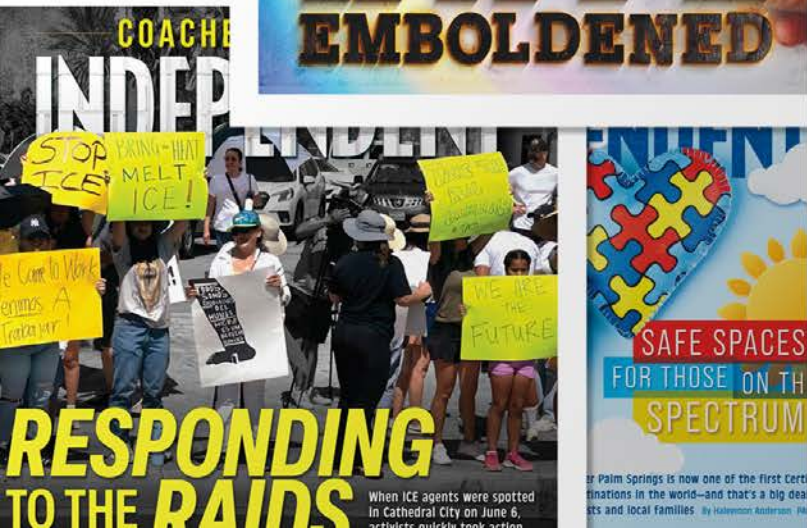
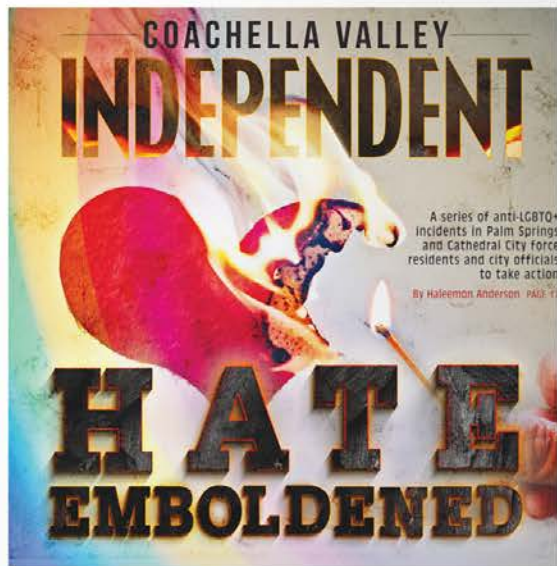
*Rates are per issue for consecutive monthly issues with camera-ready artwork supplied.

PRINT + DIGITAL DISCOUNT

Receive 25% off a matching digital commitment.

NONPROFIT RATES

Nonprofit advertisers use the 12x rate. For a 3x or more commitment, take an additional 10% off.



PRINT SPECS

AD SIZE DIMENSIONS WIDTH x HEIGHT

Full Page	9.89" x 9.66"
Doubletruck	20" x 9.66"

VERTICAL

½ Page	4.86" x 9.66"
⅓ Page	4.86" x 6.40"
¼ Page	4.86" x 4.74"
⅙ Page	2.40" x 6.44"
⅛ Page	2.40" x 4.74"

HORIZONTAL

½ Page	9.89" x 4.74"
⅓ Page	9.89" x 3.16"
¼ Page	9.89" x 2.29"
⅙ Page	4.86" x 3.16"
⅛ Page	4.86" x 2.29"

PRINT FILE REQUIREMENTS

- All artwork should be high resolution, 300 dpi and CMYK. No bleed necessary.
- File formats accepted are .tif, .jpg and .pdf.
- All .pdf files should be CMYK, no spot colors, and all fonts should be embedded. PDF/X-1a 2001 or print quality settings should be used when saving the .pdf. Avoid rich black in smaller text.
- Email final artwork to ads@cvindependent.com.

DESIGN SERVICES

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



*Agua Caliente Cultural Museum in downtown Palm Springs.
Photo courtesy of the Agua Caliente Band of Cahuilla Indians*

Tell your own story, in your own words! Write your own copy, or have one of the Independent's talented scribes help you craft your message.

PRINT ONLY

SIZE	WORDS	OPEN	3X	6X	12X
Full Page	950-1250	\$1,479	\$1,269	\$1,069	\$889
¾ Page	600-950	\$1,269	\$1,099	\$889	\$729
½ Page	600 or less	\$979	\$819	\$679	\$529

DIGITAL ONLY

Any length up to 1,250 words	OPEN	3X	6X	12X
	\$729	\$619	\$499	\$399

PRINT + DIGITAL

SIZE	WORDS	OPEN	3X	6X	12X
Full Page	950-1250	\$1,729	\$1,529	\$1,329	\$999
¾ Page	600-950	\$1,529	\$1,329	\$1,119	\$899
½ Page	600 or less	\$1,329	\$1,119	\$919	\$789

***All sponsored content includes space for at least one piece of art. Rates are per issue for consecutive monthly issues, with all content and camera-ready artwork supplied. Nonprofits receive the 12x rate. All pieces are marked as sponsored content and must meet *Independent* standards.**

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

- For open or 3x add \$300 per month
- For 6x, 12x or digital only add \$250 per month

DO-GOODER

Our philanthropy/nonprofit news section

COACHELLA VALLEY
INDEPENDENT

Sponsor coverage of the organizations that make the Coachella Valley so special by sponsoring our Do-Gooder section.

PER MONTH: \$1,499

INCLUDES:

- A full-page print ad adjacent to our Do-Gooder coverage.
- Rectangle (300x250) in one Indy Digest newsletter each week.
- “Sponsored by” tag on Independent-produced Do-Gooder coverage at CVIndependent.com.

CONTACT US

Questions? Need help figuring out what products are right for you? We are here for you. Feel free to reach out and get things started!

PHONE: 760-904-4208

EMAIL: ads@cvindependent.com

MAILING ADDRESS: 31855 Date Palm Drive #3-263, Cathedral City, CA 92234

Follow us on our socials @CVIndependent!



*A local resident is happy to become the new owner of a rescued dog.
Photo courtesy of the Riverside County Department of Animal Services.*

RECENT ACCOLADES

2026 COACHELLA VALLEY JOURNALISM FOUNDATION

Coachella Valley Media Hall of Fame: Jimmy Boegle

Coachella Valley Journalist of the Year: Kevin Fitzgerald

2024 CALIFORNIA JOURNALISM AWARDS

California News Publishers Association (*non-dailies with a circulation of 11,001-25,000*)

FIRST PLACE

Feature Story

Best Newsletter (11 Days a Week)

Fine Arts Writing/Reporting

Health Reporting

Homelessness Reporting

Print Special Section

Home Page Layout and Design

SECOND PLACE

Arts & Entertainment Coverage

Best Newsletter (Indy Digest)

Coverage of Business and the Economy

Environment Reporting

Music Writing/Reporting

Sports Feature

Online Story Presentation

Page Layout and Design

2025 AMERICAN ADVERTISING AWARDS

DESERT CITIES CHAPTER COMPETITION

BRONZE AWARD

Magazine Design Series “2024 Covers”

THIRD PLACE

Editorial Comment

Religion and Faith Writing

Print Front Page Layout and Design

FOURTH PLACE

Column

Sports Feature

FIFTH PLACE

Editorial Comment

Fine Arts Writing/Reporting

Housing and Land-Use Reporting

Immigration Reporting

Profile Story

2025 ASSOCIATION OF ALTERNATIVE NEWS MEDIA AWARDS

FIRST PLACE

News Story—Shorter Form

SECOND PLACE

Online Story Presentation

