



***independent news***

*client kit*



**INDEPENDENT NEWS**

P.O. Box 12082

Pensacola, FL 32591

(Phone) 850.438.8115

(Fax) 850.438.0228

[inweekly.net](http://inweekly.net)

## demographics

# WHO ARE OUR READERS?

**The Independent News** has a vibrant tradition in the greater Pensacola area. We have won over our loyal readers with fearless reporting, straightforward commentary and offbeat humor. It's a combination that no other publication pulls off consistently. Our stories are the talk of the town week after week.

Our readers are hardly a vanilla kind of crowd. They're dynamic, quirky, passionate, interested, and involved. They represent and help shape the attitudes and values of this unique community.

### *They Work Hard*

IN readers are smart. They are more likely to have four-year college degrees and advanced degrees. So it makes sense that they have higher than average household incomes. They are more likely to be employed in professional/technical or managerial positions, and are more likely to own a business or be in an executive role. Our younger readers are the leaders of the future.

### *They Play Hard*

IN readers are doers. They're active. You'll find our readers in the health clubs and on the dance floor. They read a lot and travel. They go to more concerts, go to more movies and eat out much more frequently than the average adult.

### *They Spend Hard*

The IN reader is the superior advertising target. This is a consumption-minded audience with money to spend. When compared to the average adult, the IN reader will buy more houses, cars, TVs, stereos, computers, and home furnishings during the next year. They are trend setters, early adapters. They are open to technology and to change. They're your best customers.

Male 51%  
Female 49%  
Married 48%  
Child at Home 41%  
25-34 yrs 19%  
25-49 yrs 51%  
Median Age 41.3

#### **EDUCATED**

Attended College or College Graduates: 69%

#### **DYNAMIC CONSUMERS**

Frequent movies 45%  
Rock/Pop concerts-past 12 mos. 32%  
Attended Sports Event: 34%  
Frequent Bars/Night Clubs: 47%

#### **RECENT PURCHASES**

Albums, CDs 25%  
Books 12+ 42%  
Frequent beer, wine 24%  
Computer 33%  
Software 26%  
Online services 80%

#### **OTHER INDEX ITEMS**

College Graduate: 43%  
Opinion Leaders: 61%

**Source:** 132-newspaper, 89-market 2010 Media Audit study. (03/11)

# WHO WE ARE

- A progressive weekly newspaper that believes in hard-hitting journalism on issues our readers care about.
- A newsweekly favored by active, educated readers who are prized by advertisers and difficult to reach through traditional media.
- A newspaper characterized by its news and arts & entertainment coverage that treats popular culture with sophistication and verve.

*why the JN*

# UNCONVENTIONAL

READERS CAN'T WAIT TO SEE WHAT THE INDEPENDENT NEWS HAS TO SAY

## ISSUES THAT FLY OFF THE RACKS

- BEHIND-THE-SCENES STORIES NOT FOUND ELSEWHERE.
- STRAIGHT-FORWARD, BOLD COMMENTARY.
- CREATIVE DESIGN WITH A WICKED SENSE OF HUMOR.
- COMPREHENSIVE COVERAGE OF ARTS, MUSIC, CULTURE AND ENTERTAINMENT.

## ADVERTISING THAT WORKS

- TARGETED CIRCULATION: EVERY THURSDAY 25,000 ISSUES ARE DELIVERED TO 350+ KEY SITES IN ESCAMBIA AND SANTA ROSA COUNTIES.
- EYE-POPPING LAYOUT: ADS JUMP OUT TO READERS.
- EDITORIAL CONTENT: UNIQUE, NO-HOLDS-BARRED REPORTING.
- SEVEN-DAY LIFE: READERS HOLD ON TO ISSUES TO SHARE WITH FAMILY, COWORKERS, AND FRIENDS.

**WE MAKE EVERY  
AD DOLLAR COUNT.**

*ad specs*

# SUBMISSION GUIDELINES

## **DEADLINES**

All camera-ready artwork should be delivered no later than Friday at 5 p.m. If you do not make this deadline, the IN staff cannot guarantee placement or proofing.

## **ACCEPTABLE FORMATS**

The best way to send a file to us is to email a CMYK or grayscale PDF with all fonts embedded as a high-res JPEG. DO NOT send files in RGB format. Please turn in high resolution images no less than 200 dots (pixels) per inch (300 dpi preferred) and no larger than 9.67" x 11.5" in size. Ads should be built to the exact size of the space they are to fit into with no crop marks, color key or excess white space. If you prefer to hand-deliver your files, please submit work via CD-ROM, DVD-ROM, or USB-based flash memory. Floppy disks will not be accepted.

## **SCANNING**

Color and black and white photos submitted should be scanned at at least 200 dpi. Image resolution less than this will likely result in the rejection of the image. Printer will use a line screen of 90 lpi.

## **DOT GAIN**

Ads, photos, logos, and other art

should be saved anticipating a 30% dot gain, standard for heat set web offset printing.

## **QUALITY CONCERNS**

When submitting graphics like logos, be sure to send a clean, sharp, high resolution JPEG, TIFF, or a similar vector-based file like .AI or .EPS. Faxes, menus, business cards, etc. containing logos and other images are not acceptable for high resolution scanning. If someone else designed your organization's logo, please contact them to obtain a suitable file.

## **RESIZING**

Occasionally you may need your camera ready ad resized for one of the Independent News' formats. To get a more accurate resize, please try to obtain and send the original layered project file. An example would be a client who sends a Photoshop (.PSD) file instead of a JPEG or Adobe Acrobat (.PDF). Be sure to include any externally linked fonts associated with the file.

- Maximum ink density is 220%. 400% is possible but will cause too much ink to be deployed onto the paper, causing bleeding and other problems. (This number is a total made up of the sum of the color

percentages of each of the CMYK color plates.)

- Thin lines and small type may be in color, but the fewer plates used, the better. If you need to use a complex color configuration, please consider using larger type. Try to refrain from reversing small or colored type.

- Blacks should be made up of a single 100% black (K) plate or black plus one other color. Never make black out of 4 color plates as this increases the likelihood of an extreme registration shift.

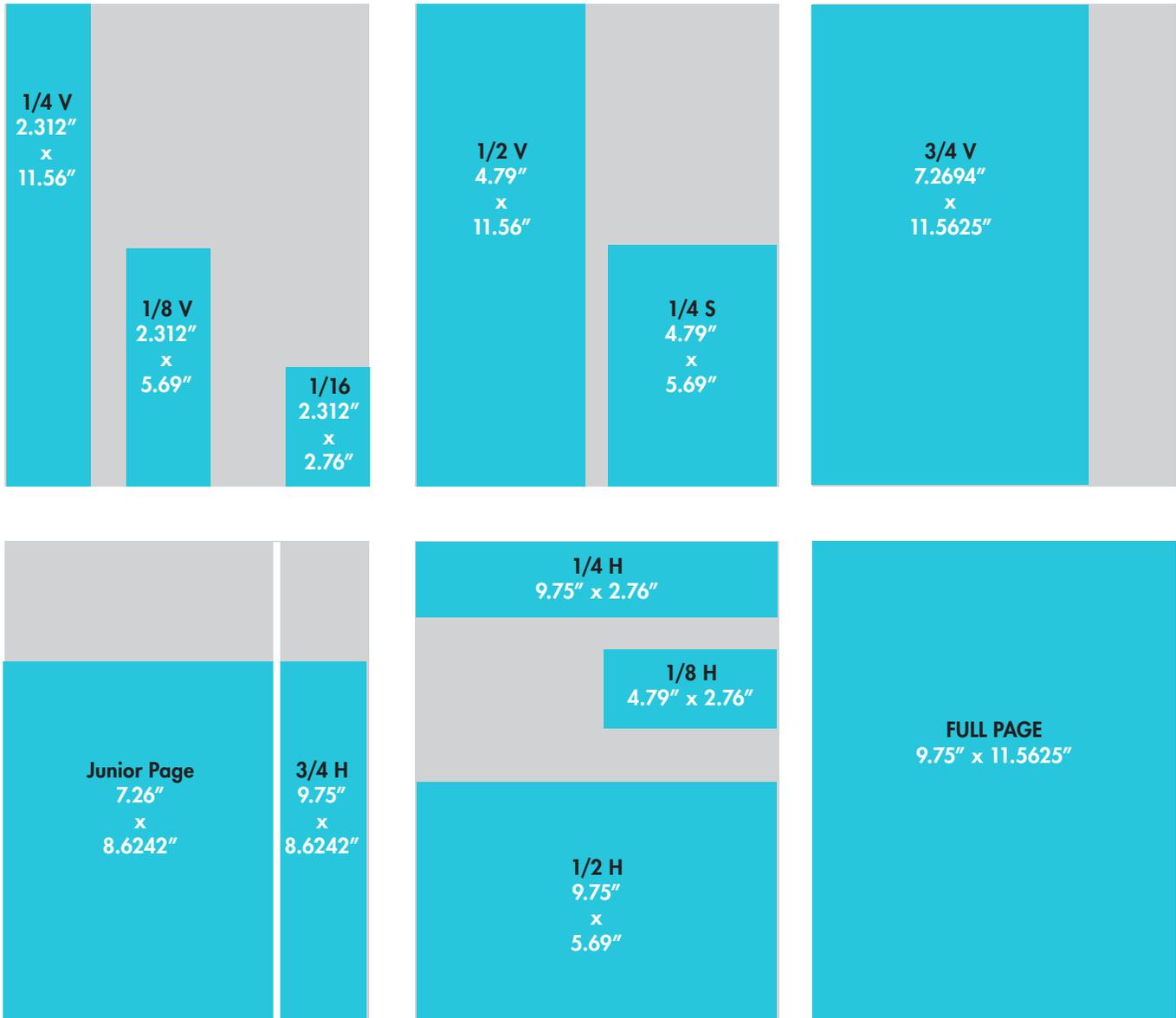
**The Independent News cannot guarantee exact color accuracy or perfect registration.**

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# SIZE REQUIREMENTS



## DEADLINES

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E-mail files to: [production@inweekly.net](mailto:production@inweekly.net)



# independent news | RATE CARD

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## PENSACOLA'S AWARD-WINNING NEWSWEEKLY

Ad sizes	Ad dimensions	NUMBER OF INSERTIONS — PER WEEK RATE						Additional full color charge per insertion:
		1x	4x (15% off)	8x (Non-profit) (20% off)	12x (25% off)	26x (30% off)	52x (35% off)	
Full Page	9.75"w x 11.5625"h	\$1,175 ea	\$1,000 ea	\$940 ea	\$880 ea	\$820 ea	\$765 ea	+ \$200
3/4 Page	V: 7.2694"w x 11.5625"h H: 9.75"w x 8.6242"h	\$930 ea	\$790 ea	\$745 ea	\$700 ea	\$650 ea	\$605 ea	+ \$100
Junior Page	7.26"w x 8.6242"h	\$765 ea	\$650 ea	\$610 ea	\$575 ea	\$535 ea	\$500 ea	+ \$100
1/2 Page	V: 4.79"w x 11.56"h H: 9.75"w x 5.69"h	\$640 ea	\$545 ea	\$510 ea	\$480 ea	\$450 ea	\$415 ea	+ \$100
1/4 Page	V: 2.312"w x 11.56"h H: 9.75"w x 2.76"h SQ: 4.79"w x 5.69"h	\$325 ea	\$275 ea	\$260 ea	\$245 ea	\$225 ea	\$210 ea	+ \$50
1/8 Page	V: 2.312"w x 5.69"h H: 4.79"w x 2.76"h	\$175 ea	\$150 ea	\$140 ea	\$130 ea	\$123 ea	\$115 ea	+ \$25
1/16 Page	2.312"w x 2.76"h	\$100 ea	\$85 ea	\$80 ea	\$75 ea	\$70 ea	\$65 ea	+ \$15

**\*All rates are net and per insertion**

## Online Ads [www.inweekly.net](http://www.inweekly.net)

### Tier 1 Ad Sizes (\$200 per week)

728 x 90 (Will appear at the top of the page)  
160 x 600  
300 x 250 (Will appear with all articles)

### Tier 2 Ad Sizes (\$150 per week)

126 x 600  
468 x 60  
180 x 150

### Tier 3 Ad Sizes (\$125 per week)

125 x 125