

NEWPORT BEACH  
**Independent**  
 “For Locals, by Locals”

## “For Locals, by Locals”

**The Newport Beach Independent** is the only local news source serving Newport Beach exclusively. Local and home delivery reaches residents who take pride in where they live and are interested in local issues, local shopping and supporting their community.

A weekly community paper for residents and business owners of Newport Beach

### 25,000 COPIES PUBLISHED EACH FRIDAY

Distributed in Newport Beach, Corona Del Mar, and Newport Coast

CIRCULATION: 20,000+ copies delivered to homes, 5,000 copies on racks and to businesses at 200+ locations

Digital edition provides bonus readership

### ONLINE

Website that's updated daily, Facebook, Twitter and other social media

### UNIQUE VALUE FOR ADVERTISERS:

1. Trend-setting compact format (10.75"W x 16.25"H)
2. A contemporary design and mix of local topics that attract readers of all ages
3. Compact format creates better visibility for advertising and editorial content
4. Premium quality paper + four color ads
5. All local content (news, features and sports)
6. The Indy has a significant local presence and actively supports local events, charities and businesses
7. Bonus distribution online with links in ads.



PUBLISHED BY FIREBRAND MEDIA LLC.

A BOUTIQUE PUBLISHER OF PREMIUM TARGETED MAGAZINES, GUIDES, NEWSPAPERS AND WEBSITES

#### CITY AND REGIONAL

Laguna Beach Magazine  
 Newport Beach Magazine  
 Orange County Magazine  
 Laguna Beach Independent

#### OCINSITE.COM

Newport Beach E-Weekly  
 Laguna Beach E-Weekly  
 LagunaBeachMag.com  
 NewportBeachMagazine.com  
 LBIndy.com

#### CUSTOM PUBLICATIONS

Barbie Magazine  
 All-Star Cheer Magazine  
 Bespoke - St. Regis Magazine  
 Laguna Beach & Irvine Visitors Guides

**CORPORATE OFFICE:** 1146 GLENNEYRE ST • LAGUNA BEACH, CA 92651 • 949/715-4100 (OFFICE) • 866/665-8597 (FAX)  
**NEWPORT OFFICE:** 2865 E. COAST HWY #320 • CORONA DEL MAR, CA 92652 • 949/675-4639 (OFFICE) • 949/675-4655 (FAX)

# NEWPORT BEACH Independent

"For Locals, by Locals"

We have the largest and most targeted weekly distribution in Newport Beach.

25,000 copies are distributed for free to homes and businesses throughout Newport Beach.



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## 2011 Advertising Rates

SIZE	OPEN		13X		26X		52X	
	4-COLOR	B&W	4-COLOR	B&W	4-COLOR	B&W	4-COLOR	B&W
FULL PAGE	\$775	\$660	\$700	\$595	\$625	\$530	\$550	\$465
2/3-PAGE	\$620	\$525	\$560	\$475	\$500	\$425	\$450	\$380
1/2-PAGE	\$465	\$395	\$420	\$360	\$375	\$320	\$325	\$275
1/4-PAGE	\$250	\$210	\$225	\$190	\$200	\$170	\$150	\$130
1/8-PAGE	\$155	\$130	\$140	\$120	\$125	\$105	\$110	\$90
BACK COVER <small>(4-COLOR ONLY)</small>	\$1000		\$900		\$800		\$700	
FRONT PAGE STRIP <small>(4-COLOR ONLY)</small>	\$400							
SECTION STRIP <small>(4-COLOR ONLY)</small>	\$175							
BUSINESS CARD <small>(B&amp;W ONLY)</small>		\$60		\$50		\$40		\$30
CLASSIFIED <small>(25 WORDS, 2 WEEK MINIMUM, B&amp;W ONLY)</small>		\$20		\$18		\$16		\$14

Shared frequency for advertising in the Laguna Beach Independent and the Newport Beach Independent • Prices for inserts, wraps or other provided upon request.

### NOTES

- All rates are net per insertion
- Guaranteed placement add 10%
- Early pay discount of 2% if publisher is paid in advance of sale date
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed \$75 per hour

### DEADLINES

- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

### CONTRACT INFORMATION

- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

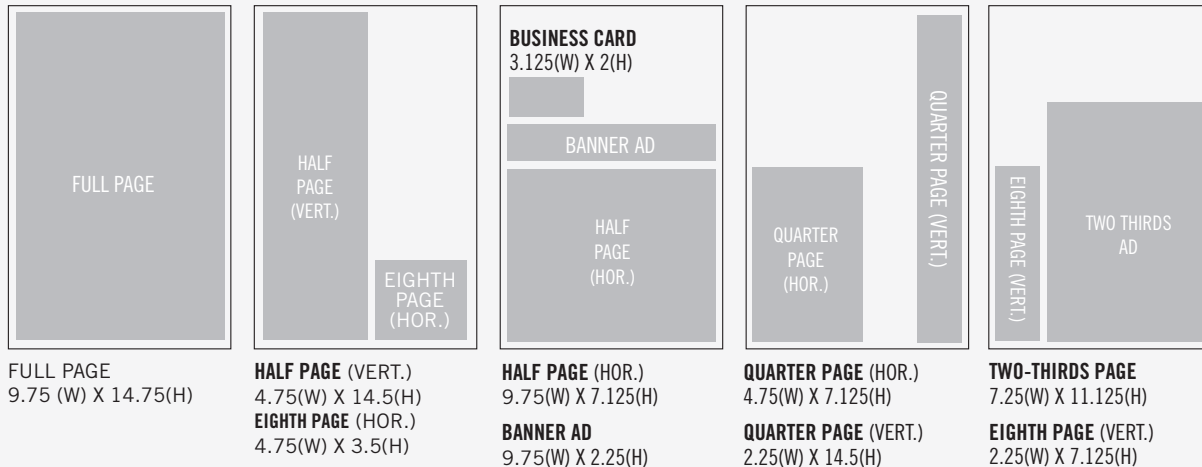
[www.newportbeachindy.com](http://www.newportbeachindy.com)

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## ADVERTISING SPECIFICATIONS



### PREPRESS GUIDELINES

Newport Beach Independent is a Macintosh-format Computer-to-Plate (CTP) environment, and Adobe InDesign are the primary page layout programs. Print ready PDF and InDesign documents are the preferred material formats. All files will pass through a preflight operation to confirm that all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

### DIGITAL FILE REQUIREMENTS

We accept the following digital file formats: PDF, TIFF, or JPEG images. High-resolution files of at least 180 dpi are required. Please package or collect all support files including fonts. Convert all PMS spot colors used in any application to CMYK.

### IMAGES

### DELIVERY INFORMATION

Submitting Your Ad Ads can be submitted in any one of three following ways:

1. Mail/Overnight Delivery
2. via Our FTP site
3. Email (Not to exceed 5MB in size)

by mail or overnight delivery, please send your ad (please include a suitable content proof) to:

Ad Coordinator NBindy 1146 Glenneyre St., Laguna Beach, CA 92651

Please check with your Ad Coordinator to receive prior approval before sending your ad via email. The Ad Coordinator will provide you the proper email address. Proofs are still required for electronically submitted ads (see Proof Policy above for requirements). A file (JPG) can also be supplied as a content proof, but must be clearly labeled as such. FTP (File Transfer Protocol) Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted

All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS, JPEG, or TIFF at 180 dpi. Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility. Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

### PDF FILES

Print ready PDF files are acceptable only if they meet size, color and resolution requirements as detailed in the Image section above.

### PROOF POLICY

Content Proofs • A content proof is required for all ads. A content proof can be provided as either a hardcopy print or a low resolution JPEG file. A JPEG content proof file should be clearly labeled "Proof" to differentiate it from the high-resolution ad file. For instructions on creating a JPEG, click here. • All content proofs must be generated at 100% and include crop marks.

### LOG ON CREDENTIALS:

onlinefilefolder.com  
User ID: client  
Password: fbm2009  
Please Upload your files to the  
"Newport Ads" folder.

### CONTACT INFORMATION

AD COORDINATOR  
You may also email your artwork to Tina at:  
tina@firebrandmediainc.com  
[ART QUESTIONS](#)  
Contact Art dept. with any artwork questions:  
artdept@firebrandmediainc.com