

# Laguna Beach Independent

"Our Town-Our Paper"

THE PAPER FOR PEOPLE WHO LIVE, STAY AND PLAY IN LAGUNA BEACH

## 2018 Media Kit

The Laguna Beach Independent is the only local newspaper exclusively focused on Laguna, and is the paper of choice for the community. No other paper offers more in-depth coverage on the people, issues and events in this dynamic and unique community. Every Friday, 15,200 copies are delivered to homes

and businesses in Laguna, offering advertisers an outstanding opportunity to reach and blanket this market with one efficient buy.



◀ DOWNLOAD THE APP TODAY!

**Firebrand™**  
media LLC

580 BROADWAY STREET | LAGUNA BEACH, CA 92651 | TEL 949.715.4100 | FAX 949.715.4106



## UNSURPASSED COVERAGE OF LAGUNA BEACH



## ADVERTISING OPPORTUNITIES & BENEFITS

- ★ 15,200 copies – more than 38,000 readers/issue
- ★ Blanket coverage of homes in Laguna Beach
- ★ Reaches more residents and business owners than any other paper
- ★ All display ads are in FULL COLOR – no other paper can offer this benefit!
- ★ Tabloid format maximizes readership and advertiser visibility
- ★ Advertisers are included in our digital edition, with links directly to websites

## CIRCULATION AND DISTRIBUTION

- ★ 15,200 COPIES PER WEEK
- ★ 38,000+ READERS
- ★ BULK DISTRIBUTION TO MORE THAN 100 BUSINESSES AND HIGH-VISIBILITY LOCATIONS, INCLUDING:
  - Restaurants
  - Doctors' offices
  - Real estate offices
  - Retail shopping areas
- ★ BLANKET COVERAGE OF HOMES IN LAGUNA BEACH, INCLUDING KEY COMMUNITIES SUCH AS:
  - Three Arch Bay
  - Lagunita
  - Emerald Bay
  - Irvine Cove
  - Laguna Beach Village
  - Cliff Drive
  - Top of the World



## 2018 Rates Advertising Rates

SIZE	OPEN	13x	26x	52x
Full	\$800	\$665	\$575	\$525
Inside Front Cover	\$960	\$795	\$690	\$630
Back Cover	\$960	\$795	\$690	\$630
2/3-PAGE	\$635	\$530	\$465	\$420
1/2-PAGE	\$535	\$450	\$390	\$355
1/4-PAGE	\$290	\$240	\$210	\$190
1/8-PAGE	\$150	\$125	\$110	\$100
Guaranteed Placement*	\$880	\$730	\$635	\$580

SIZE	OPEN	13x	26x	52x
Front Page Strip	\$525	\$500	\$475	\$450
Section Strip	\$250	\$225	\$200	\$175

SIZE	OPEN	13x	26x	52x
Business Card	\$80	\$70	\$60	\$50
Classified	\$40	\$35	\$30	\$25

\*Based on availability

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

### COMBO

Advertise in both papers and receive an additional 5% discount off of earned frequencies.

### NOTES

- All rates are net per insertion
- 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 at \$75 per hour

### CONTRACT INFORMATION

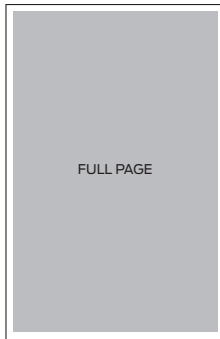
- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be 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.

### DEADLINES

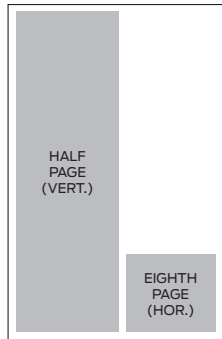
- Space must be reserved by noon Tuesday
- Camera-ready materials due by noon Wednesday



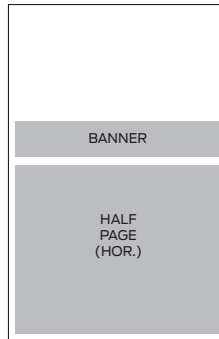
## ADVERTISING SPECIFICATIONS



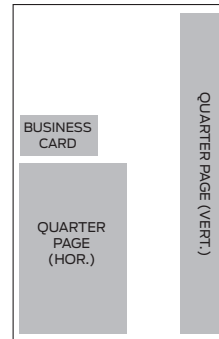
**FULL PAGE**  
9 (W) X 14 (H)



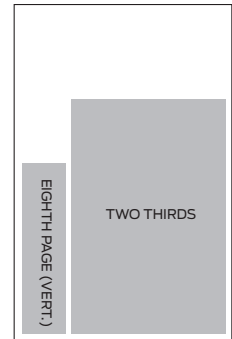
**1/2 PAGE VERT.**  
4.5(W) X 14(H)  
**1/8 PAGE**  
4.5(W) X 3.325(H)



**1/2 PAGE**  
9(W) X 6.75(H)  
**BANNER AD**  
9(W) X 2(H)



**1/4 PAGE HOR.**  
4.5(W) X 6.75(H)  
**1/4 PAGE VERT.**  
2.125(W) X 13.5(H)  
**BUSINESS CARD**  
2.875(W) X 1.875(H)



**2/3 PAGE**  
6.75(W) X 10.5(H)  
**1/8 PAGE VERT.**  
2.125(W) X 6.75(H)

**PRE-PRESS GUIDELINES:** Laguna Beach Independent is a Macintosh-format Computer-to-Plate (CTP) environment, and Adobe InDesign is the primary page layout program. 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:** 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 Images section above.

**DELIVERY INFORMATION:** Submitting your ads can be done 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 LBindy 385 Second Street, 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. Firebrand Media LLC maintains an FTP (File Transfer Protocol) 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.

**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.

**AD SUBMISSION:** Please send or email materials and direct questions to the following:

Laguna Beach Independent c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
385 Second Street, Laguna Beach, CA 92651  
Phone: 949-715-4100 Fax: 949-715-4106  
tina@firebrandmediainc.com

### CONTACT INFORMATION:

#### ART QUESTIONS

Contact art dept. with any artwork questions:  
artdept@firebrandmediainc.com

#### LOG ON CREDENTIALS:

Please contact tina@firebrandmediainc.com  
for FTP upload info.

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"Our Town-Our Paper"

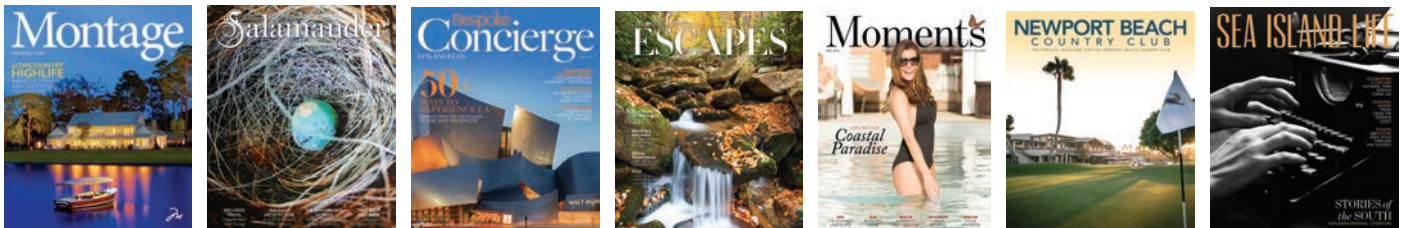
IN ADDITION TO LAGUNA BEACH INDEPENDENT, FIREBRAND MEDIA PUBLISHES  
A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- » **Omni Escapes magazine:** The in-room publication for Omni Hotels & Resorts
- » **Pacific Coast magazine:** California Iconic lifestyle magazine
- » **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- » **Monarch Beach Resort Moments magazine:** The in-room publication for Monarch Beach Resort
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 70,000 affluent readers in Laguna and Newport

## REGIONAL LIFESTYLE PUBLICATIONS



## LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative  
or Steve Zepezauer, CEO & Editorial Director  
([steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)).  
Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)

