

# Newport Beach Independent

## 2021 MEDIA KIT

The Newport Beach Independent is the only local newspaper exclusively focused on Newport Beach. No other paper offers more in-depth coverage on the people, issues and events in Orange County's most affluent and dynamic community. Every Friday, more than 16,300 copies are delivered

to homes and businesses in Newport, offering advertisers an outstanding opportunity to reach this market.



◀ **DOWNLOAD THE APP TODAY!**

**Firebrand™**  
mediaLLC

580 BROADWAY, STE. 301, LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

## UNSURPASSED COVERAGE OF NEWPORT BEACH

See this QR code to go to [newportbeachindependent.com](http://newportbeachindependent.com) to get all the news and lifestyle information in Newport Beach

**INSIDE: COASTAL REAL ESTATE**

### Newport Beach Independent

**Joe Stapleton Named Newport Beach Citizen of the Year**

By Christine Tuma / NBB News

Newport Beach resident Joe Stapleton was named the 2020 Citizen of the Year by the Newport Beach Chamber of Commerce.

Stapleton, who has lived in Newport Beach for over 30 years, was recognized for his contributions to the community and his leadership in the business world.

Stapleton is the president of the Newport Beach Chamber of Commerce and has been instrumental in many community projects.

He was presented with the award at a ceremony held at the Newport Beach Convention Center.

Stapleton thanked the community for their support and expressed his commitment to continue making a positive impact.

**Newport Beach City Council Approves Resolution Supporting Police Department**

By Christine Tuma / NBB News

The Newport Beach City Council has passed a resolution supporting the Newport Beach Police Department.

The resolution, passed unanimously, expresses the city's appreciation for the police officers' dedication and service to the community.

The council also pledged to continue supporting the police department with resources and training.

The resolution was introduced by Councilmember John D. Smith and passed with a vote of 6-0.

Smith praised the police officers for their hard work and commitment to keeping the city safe.

The resolution will be presented to the Mayor for his signature.

**LOOK LOVE LIVE**  
NEWPORT BEACH, NEWPORT COSTA, CORONA DEL MAR

**REAL ESTATE CONSULTANT**  
CALL OR TEXT 949.715.4100

SEPTEMBER 4, 2020

### Letters

**Mayor's Message: Help Our Local Community Locally**

By Mike O'Hara, Newport Beach Mayor

Dear Newport Beach residents,

As we navigate these challenging times, I encourage everyone to help our local community. Supporting local businesses and services is crucial for our economic recovery.

Let's all do our part to keep our community strong and resilient.

**Joe Stapleton Named Newport Beach Citizen of the Year**

By Christine Tuma / NBB News

Newport Beach resident Joe Stapleton was named the 2020 Citizen of the Year by the Newport Beach Chamber of Commerce.

Stapleton, who has lived in Newport Beach for over 30 years, was recognized for his contributions to the community and his leadership in the business world.

Stapleton is the president of the Newport Beach Chamber of Commerce and has been instrumental in many community projects.

He was presented with the award at a ceremony held at the Newport Beach Convention Center.

Stapleton thanked the community for their support and expressed his commitment to continue making a positive impact.

**LOOK LOVE LIVE**  
NEWPORT BEACH, NEWPORT COSTA, CORONA DEL MAR

**REAL ESTATE CONSULTANT**  
CALL OR TEXT 949.715.4100

SEPTEMBER 4, 2020

### Business of the Week

#### Atria Newport Beach: The Future of Senior Living

Local Seniors Could Show Us All How Living in a Safe, Post-Pandemic World is Done

By Christine Tuma / NBB News

Atria Newport Beach, a senior living community, has been recognized as the Business of the Week for its innovative approach to senior care during the pandemic.

Atria Newport Beach has implemented strict safety protocols to ensure the health and safety of its residents and staff.

The community has also provided exceptional support and care to its residents during these challenging times.

Atria Newport Beach is a testament to the power of community and the importance of senior care.

**LOOK LOVE LIVE**  
NEWPORT BEACH, NEWPORT COSTA, CORONA DEL MAR

**REAL ESTATE CONSULTANT**  
CALL OR TEXT 949.715.4100

## ADVERTISING OPPORTUNITIES & BENEFITS

- 13,000 copies—more than 45,000 readers/per issue
- 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 your website.

## CIRCULATION AND DISTRIBUTION

- 13,000 COPIES PER WEEK
- 45,000+ READERS
- DELIVERED TO RESIDENCES EVERY FRIDAY, INCLUDING:
  - Corona del Mar
  - Irvine Terrace
  - Lido Isle
  - Balboa Island
  - Castaways
  - Harbor View Hills
  - Cameo Shores
  - Dover Shores
  - East Bluff
- BULK DISTRIBUTION TO MORE THAN 200 BUSINESSES AND HIGH-VISIBILITY LOCATIONS IN NEWPORT AND COSTA MESA, INCLUDING:
  - Restaurants
  - Real estate offices
  - Doctor's offices
  - Retail centers

# Newport Beach Independent

## 2021 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
Front Leaderboard	\$475	\$450	\$425	\$400

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
- Nonprofit organizations: Entitled to a 50% discount from open rates
- 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

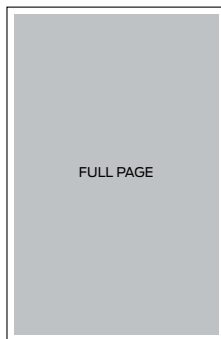
- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be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

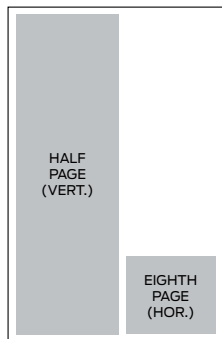
- Space must be reserved by noon Tuesday
- Camera-ready materials due by noon Wednesday



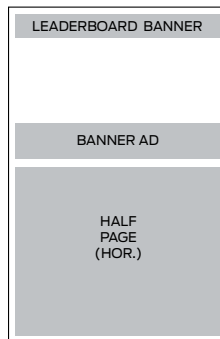
# Newport Beach Independent



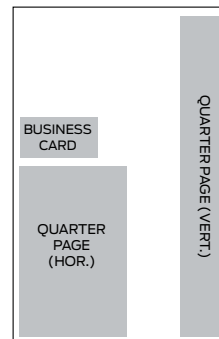
**FULL PAGE**  
9 (W) X 14(H)



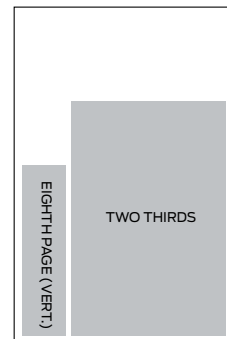
**1/2 PAGE VERT.**  
4.5(W) X 13.675 (H)  
**1/8 PAGE**  
4.5(W) X 3.325(H)



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



**1/4 PAGE HOR.**  
4.5(W) X 6.75(H)  
**1/4 PAGE VERT.**  
2.125(W) X 13.675 (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:** Newport 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 NBindy 580 Broadway 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:

Newport Beach Independent c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
580 Broadway Street, Ste. 301, 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.





# Newport Beach Independent

*"For Locals, by Locals"*

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 luxury travel publication distributed at the top hotel concierge in New York.
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **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
- » **On The Menu:** On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors.
- » **Laguna Beach City Guide:** A comprehensive resource to shopping, dining and entertainment in Laguna Beach.

## 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)



580 BROADWAY, STE. 301, LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106