

# COMING SOON: THE READER'S 2017 SUMMER GUIDE

Over **1,300** local events for and June, July, & August!



The Reader's Quarterly Guides are the keys to the culture in the Quad Cities.

Over 1,300 events from live music and theater to museums and health classes to sports and lectures to art exhibits and festivals in an easy to read, organized compendium, covering June, July, and August.



The Reader's Kids' Calendar is HUGE, and we're pleased to partner with KWQC to help promote the *Family Fun Guide* inside the *Summer Guide* to showcase all the great things kids and families can do in the Quad Cities throughout the season.

Get 3 months of advertising in a single issue! Contact [sales@rcreader.com](mailto:sales@rcreader.com) or visit [qcadvertising.com](http://qcadvertising.com) for info.

## Print Advertising Pricing Per Issue\*

Format	Size†	Price	20% Off**
Full Page	9.25 x 10.875	\$1,434	<b>\$1,147</b>
3/4 Page	9.25 x 8	\$1,193	<b>\$954</b>
Junior Page	6.9 x 8.33	\$981	<b>\$785</b>
1/2 Page	9.25 x 5.4	\$824	<b>\$659</b>
3/8 Page	6.9 x 5.4	\$700	<b>\$560</b>
1/3 Page	9.25 x 3.55	\$619	<b>\$495</b>
1/4 Page	4.55 x 5.4	\$494	<b>\$395</b>
1/6 Page	4.55 x 3.55	\$356	<b>\$285</b>
1/8 Page	4.55 x 2.65	\$292	<b>\$234</b>

\*Pricing is per ad per Reader Summer Guide OR KWQC Family Fun Guide Section.  
 \*\*Further discounts can be extended for frequency buys and for currently contracted clients.  
 † Additional orientations available for select ad sizes. View all specs at [qcadvertising.com](http://qcadvertising.com)

## FRONT COVER SPONSORSHIP OPPORTUNITY:

Your business can be the sponsor of What's Going On in the Quad Cities all season long! Cover sponsorship includes:

- Professional photography shoot
- CD or Dropbox of photos for additional usage
- Cover imagery and logo for the 2017 Summer Guide
- Full page ad in the Summer Guide, or 1/2 page ad in the Guide and 1/2 page ad later
- Overrun of Summer Guide distributed for next 2.5 months at over 200 high traffic locations
- Cover imagery featured on KWQC TV-6 News promotional commercials
- Cover featured in all cross promotion in print, online and social media

**DEADLINE to secure cover is May 17!**

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