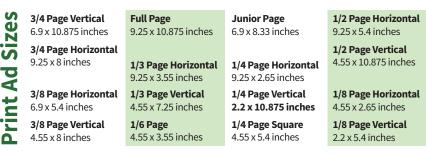
2019 Publishing Calendar & Advertising Details

lssue No.	Issue Month & Theme	Publication Date	Ad Booking Deadline*
957	January YEAR END MUSIC	1/10/19 <i>& THEATRE</i>	1/3/19
958	February	2/7/19	1/30/19
959	March SPRING GUIDE	3/7/19	2/27/19
960	April	4/4/19	3/27/19
961	May DINING GUIDE*	5/2/19	4/24/19
962	June SUMMER GUIDE	6/6/19	5/29/19
963	July	7/3/19	6/26/19
964	August	8/1/19	7/24/19
965	September FALL GUIDE	9/5/19	8/28/19
966	October	10/3/19	9/25/19
967	November DINING GUIDE*	11/7/19	10/30/19
968	December WINTER GUIDE	12/5/19	11/27/19

Print Advertising Rates - Price Per Issue

Size	1-3 ads	4-6 ads	7-9 ads	10-12 ads
Frequency Discount:		5%	15%	25%
Back Page	\$1577	\$1500	\$1340	\$1122
Full Page	\$1434	\$1362	\$1220	\$1075
3/4 Page	\$1193	\$1134	\$1014	\$894
Jr. Page	\$981	\$933	\$834	\$736
1/2 Page	\$824	\$785	\$702	\$619
3/8 Page	\$700	\$665	\$595	\$525
1/3 Page	\$619	\$589	\$526	\$465
1/4 Page	\$494	\$470	\$420	\$370
1/6 Page	\$356	\$339	\$304	\$267
1/8 Page	\$292	\$279	\$249	\$219

10% premium for guaranteed positioning. 10% discount for camera ready ads. An additional 15% discount may be applied to recognized advertising agencies. Unless credit is otherwise established, all new advertisers must pre-pay first placement.



- Ad copy for Reader-made ads due Friday, 13 days prior by noon
- Print ad space reservation due Wednesday, 8 days prior by 5pm
- Print-ready, client-made ads due Friday, 6 days prior by noon

Submit files to ads@rcreader.com

 * Dining Guide ad sizes & deadlines differ from monthly issues. More info at qcadvertising.com
** Digital month = 4 consecutive weeks.

Celebrating *25 years* serving the Iowa & Illinois Quad Cities

Web Advertising Sizes & Rates

Weekly E-Blast Published every Thursday to ~3,000 recipients

Banner ad: 600 x 150 pixels

\$75/week • \$200/month**

RiverCitiesReader.com

Website Advertising Leaderboard ad: 728 × 90 Medium Rectangle ad: 300 × 250 Half Page ad: 300 × 600

\$150/week • \$500/month**

532 West Third Street, Davenport, Iowa 52801 | (563) 324-0049 | FAX (563) 323-3101 **RiverCitiesReader.com** | **QCAdvertising.com** | **QuadCitiesDiningGuide.com** Contact a representative today at sales@rcreader.com - Send ad files to ads@rcreader.com

