

2017 Publishing Calendar & Advertising Details

Published Every Other Thursday

JAN	1/5 #925 1/19 #926	
FEB	2/2 #927 2/16 #928	
MAR	3/2 #929 3/16 #930 3/30 #931	 Spring Guide/ Family Fun Guide
APR	4/13 #932 4/27 #933	 Spring/Summer Dining Guide*
MAY	5/11 #934 5/25 #935	
JUN	6/8 #936 6/22 #937	 Summer Guide/ Family Fun Guide
JUL	7/6 #938 7/20 #939	
AUG	8/3 #940 8/17 #941 8/31 #942	 Fall Guide/ Family Fun Guide
SEP	9/14 #943 9/28 #944	
OCT	10/12 #945 10/26 #946	 Fall/Winter Dining Guide*
NOV	11/9 #947 11/21 #948	 Winter Guide/ Family Fun Guide
DEC	12/7 #949 12/21 #950	

Print Advertising Rates - Price Per Issue

Size	1 ad	6 ads	13 ads	26 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. Pricing is gross for recognized agencies. 10% discount for camera ready ads.

Print Ad Sizes

3/4 Page Vertical 6.9 x 10.875 inches	Full Page 9.25 x 10.875 inches	Junior Page 6.9 x 8.33 inches	1/2 Page Horizontal 9.25 x 5.4 inches
3/4 Page Horizontal 9.25 x 8 inches	1/3 Page Horizontal 9.25 x 3.55 inches	1/4 Page Horizontal 9.25 x 2.65 inches	1/2 Page Vertical 4.55 x 10.875 inches
3/8 Page Horizontal 6.9 x 5.4 inches	1/3 Page Vertical 4.55 x 7.25 inches	1/4 Page Vertical 2.2 x 10.875 inches	1/8 Page Horizontal 4.55 x 2.65 inches
3/8 Page Vertical 4.55 x 8 inches	1/6 Page 4.55 x 3.55 inches	1/4 Page Square 4.55 x 5.4 inches	1/8 Page Vertical 2.2 x 5.4 inches

- 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

Web Advertising Sizes & Rates

Weekly E-Blast

Published every Thursday
to over 3,000 recipients

Banner ad: 468 x 60 pixels

\$75/week · \$200/month**

RiverCitiesReader.com

Website Advertising

Leaderboard ad: 728 x 90

Medium Rectangle ad: 300 x 250

Half Page ad: 300 x 600

\$150/week - \$500/month**

* Stand-alone booklet (7.375"x10") pricing
& ad sizes online at QCAdvertising.com

** Digital month = 4 consecutive weeks.

Celebrating **23 years** serving
the Iowa & Illinois Quad Cities

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RiverCitiesReader.com | QCAdvertising.com | QuadCitiesDiningGuide.com
Contact a representative today at sales@rcreader.com - Send ad files to ads@rcreader.com

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