

2018 Publishing Calendar & Advertising Details

Issue No.	Issue Month & Theme	Publication Date	Ad Booking Deadline*
945	January <i>YEAR END MUSIC & THEATRE</i>	12/28/17	12/20/17
946	February <i>MOVIE OSCARS</i>	1/31/18	1/24/18
947	March <i>SPRING GUIDE</i>	2/28/18	2/21/18
948	April <i>SHORT FILM CONTEST</i>	3/29/18	3/22/18
949	May <i>DINING GUIDE*</i>	4/30/18	4/18/18
950	June <i>SUMMER GUIDE</i>	5/31/18	5/23/18
951	July <i>TBD</i>	6/28/18	6/20/18
952	August <i>TBD</i>	7/31/18	7/18/18
953	September <i>FALL GUIDE</i>	8/30/18	8/22/18
954	October <i>TBD</i>	9/27/18	9/19/18
955	November <i>DINING GUIDE*</i>	10/31/18	10/24/18
956	December <i>WINTER GUIDE</i>	11/29/18	11/21/18

* Dining Guide ad sizes & deadlines differ from monthly issues. More info at qcadvertising.com

** Digital month = 4 consecutive weeks.

Celebrating *24 years* serving the Iowa & Illinois Quad Cities

Print Advertising Rates - Price Per Issue

Size	3 ads	6 ads	9 ads	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.

Print Ad Sizes

3/4 Page Vertical
6.9 x 10.875 inches

3/4 Page Horizontal
9.25 x 8 inches

3/8 Page Horizontal
6.9 x 5.4 inches

3/8 Page Vertical
4.55 x 8 inches

Full Page
9.25 x 10.875 inches

1/3 Page Horizontal
9.25 x 3.55 inches

1/3 Page Vertical
4.55 x 7.25 inches

1/6 Page
4.55 x 3.55 inches

Junior Page
6.9 x 8.33 inches

1/4 Page Horizontal
9.25 x 2.65 inches

1/4 Page Vertical
2.2 x 10.875 inches

1/4 Page Square
4.55 x 5.4 inches

1/2 Page Horizontal
9.25 x 5.4 inches

1/2 Page Vertical
4.55 x 10.875 inches

1/8 Page Horizontal
4.55 x 2.65 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**