

- Advertise in the Reader's 2018 -

# SUMMER GUIDE

Reserve by May 23 | Published May 31

Over 1,300 local events for June, July and August



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

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

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	\$1,147
3/4 Page	9.25 x 8	\$1,193	\$954
Junior Page	6.9 x 8.33	\$981	\$785
1/2 Page	9.25 x 5.4	\$824	\$659
3/8 Page	6.9 x 5.4	\$700	\$560
1/3 Page	9.25 x 3.55	\$619	\$495
1/4 Page	4.55 x 5.4	\$494	\$395
1/6 Page	4.55 x 3.55	\$356	\$285
1/8 Page	4.55 x 2.65	\$292	\$234

\*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 2018 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 10!**

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