

# 2019 Publishing Calendar & Advertising Details

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

\* Dining Guide ad sizes & deadlines differ from monthly issues. More info at [qcadvertising.com](http://qcadvertising.com)

\*\* Digital month = 4 consecutive weeks.

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

## 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.

### 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](mailto:ads@rcreader.com)**

## Web Advertising Sizes & Rates

### Weekly E-Blast

Published every Thursday to ~3,000 recipients

Banner ad: 600 x 76 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\*\*