

2020 Publishing Calendar & Advertising Details

| Issue No. | Issue Month & Theme | Publication Date | Ad Booking Deadline* |
|-----------|----------------------------------|------------------|----------------------|
| 969 | January <i>YEAR-IN-REVIEW</i> | 1/9/20 | 1/1/20 |
| 970 | February | 2/6/20 | 1/29/20 |
| 971 | March <i>SPRING GUIDE</i> | 3/5/20 | 2/26/20 |
| 972 | April | 4/2/20 | 3/25/20 |
| 973 | May <i>DINING GUIDE*</i> | 5/7/20 | 4/29/20 |
| 974 | June <i>SUMMER GUIDE</i> | 6/4/20 | 5/27/20 |
| 975 | July | 7/2/20 | 6/24/20 |
| 976 | August | 8/6/20 | 7/29/20 |
| 977 | September <i>FALL GUIDE</i> | 9/3/20 | 8/26/20 |
| 978 | October | 10/1/20 | 9/23/20 |
| 979 | November <i>DINING GUIDE*</i> | 11/5/20 | 10/28/20 |
| 980 | December <i>WINTER GUIDE</i> | 12/3/20 | 11/25/20 |

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

** Digital month = 4 consecutive weeks.

Celebrating *26 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

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 x 90

Medium Rectangle ad: 300 x 250

Half Page ad: 300 x 600

\$150/week • \$500/month**