

Turn Key Printed, Free-Standing Inserts



Rates and Quantities (minimum of 7,000 inserts)

Quantity	8.5" x 11" - 1 Pager Printing Price	8.5" x 11" - 4 Pager Printing Price
7,000-9,000	\$75/thousand	\$125/thousand
10,000-19,000	\$47/thousand	\$91/thousand
20,000-29,000	\$40/thousand	\$83/thousand
30,000-49,000	\$37/thousand	\$76/thousand
50,000-99,000	\$28/thousand	\$70/thousand
100,000+	\$25/thousand	\$66/thousand
River Cities' Reader Insertion Pricing	\$55/thousand	\$65/thousand



Price Includes:

- 8.5" x 11" letter size
- 2-sided full color printing
- 70# gloss coated/75# uncoated matte
- Shipping

Bleeds available for an additional \$4 cpm

Art Submission

Email art to ads@rcreader.com

For large files (over 20 MB), please call for assistance.

Art Deadline

Camera ready art due 12 days prior to publication, Friday by noon

Questions? Contact Us:

Phone: (563) 324-0049

Email: sales@rcreader.com

Submit Ad Files: ads@rcreader.com

Art Specifications:

- Submit artwork as a PDF.
- CMYK color mode.
- Embed or outline all fonts.
- Do not include crop, registration, or any other printer marks on PDF.
- Recommended 300 dpi (minimum 166 dpi).
- Do not downsample lower than 266 dpi.

Document Size (Non-Bleed):

- 8.5" x 11", all essential content within 8" x 10.5" (.25" margin on all 4 sides)

Document Size (Bleed):

- 8.75" x 11.25" (.125" of trim space on all 4 sides), all essential content within 8" x 10.5" (.25" margin on all 4 sides).

Preprinted, Free-Standing Inserts



Rates and Quantities

Minimum of 7,000 inserts

Maximum of 22,000 inserts

Size	Rate per Thousand
1 page	\$55/thousand
4 page	\$65/thousand
8 page	\$75/thousand
12 page	\$85/thousand
16 page	\$95/thousand



Technical Requirements

Minimum Insert Size: 8.5" wide x 5.5" tall

Maximum Insert Size: 10" wide x 12" tall

Mark All Boxes:

River Cities' Reader FSI

Ship to Address:

Riverview Printing

RE: River Cities' Reader

99 East State St.

Rockford, IL 61104

Delivery Deadline

Friday at 5pm, the week before insertion.

Questions? Contact Us:

If you have further questions, please contact a sales representative at 563-324-0049. Thank you for your time and consideration.

