

2022 Publishing Calendar & Advertising Details

Issue No.	Issue Month	Publication Date	Ad Booking Deadline*
#993	January	1/6/22	12/29/21
#994	February	2/3/22	1/26/22
#995	March	3/10/22	3/2/22
#996	April	4/7/22	3/30/22
#997	May	5/5/22	4/27/22
#998	June	6/2/22	5/25/22
#999	July	6/30/22	6/22/22
#1000	August	8/4/22	7/27/22
#1001	September	9/1/22	8/31/22
#1002	October	09/29/22	9/21/22
#1003	November	11/3/22	10/26/22
#1004	December	12/8/22	11/30/22

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
7.625 x 11.25 inches

3/4 Page Horizontal
10.25 x 8.4 inches

3/8 Page Horizontal
7.625 x 5.5 inches

3/8 Page Vertical
5 x 8.4 inches

Full Page
10.25 x 11.25 inches

1/3 Page Horizontal
10.25 x 3.6 inches

1/3 Page Vertical
5 x 7.425 inches

1/6 Page
5 x 3.6 inches

Junior Page
7.625 x 8.4 inches

1/4 Page Horizontal
10.25 x 2.8 inches

1/4 Page Vertical
2.375 x 11.25 inches

1/4 Page Square
5 x 5.5 inches

1/2 Page Horizontal
10.25 x 5.5 inches

1/2 Page Vertical
5 x 11.25 inches

1/8 Page Horizontal
5 x 2.8 inches

1/8 Page Vertical
2.375 x 5.5 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**

Alive & Free Since **1993**

Your Key to the
Quad Cities' Culture

Know more. Do more.

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RiverCitiesReader.com | QCAdvertising.com | QuadCitiesDiningGuide.com
 Contact a representative today at sales@rcreader.com - Send ad files to ads@rcreader.com

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