

# 2024 Publishing Calendar & Advertising Details

Issue No.	Issue Month	Publication Date	Ad Booking Deadline*
#1017	January	1/04/24	12/27/23
#1018	February	2/01/24	1/24/24
#1019	March	2/29/24	2/21/24
#1020	April	3/28/24	3/20/24
#1021	May	4/25/24	4/17/24
#1022	June	5/23/24	5/15/24
#1023	July	6/27/24	6/19/24
#1024	August	8/01/24	7/24/24
#1025	September	8/29/24	8/21/24
#1026	October	10/03/24	9/25/24
#1027	November	11/07/24	10/30/24
#1028	December	12/05/24	11/27/24

## Print Advertising Rates - Price Per Issue

Size	1-3 ads	4-6 ads	7-9 ads	10-12 ads
<i>Frequency Discount:</i>	--	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](mailto: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](http://RiverCitiesReader.com) | [QCAdvertising.com](http://QCAdvertising.com) | [QuadCitiesDiningGuide.com](http://QuadCitiesDiningGuide.com)  
 Contact a representative today at [sales@rcreader.com](mailto:sales@rcreader.com) - Send ad files to [ads@rcreader.com](mailto:ads@rcreader.com)

