

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
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**