

## ADVERTISING RATES

### Display Ads

Display ads are \$20 per column-inch, per month, with a one column-inch minimum. Maximum size is a full-page ad: four columns wide by 15.5 inches deep.

**Annual special:** Advertisers who place a display ad for the full publication year (10 months, September through June) pay for only nine months, with the **10<sup>th</sup> month free** (10% savings). Annual display advertisers also get a **free business directory listing** for the publication year and a **free website ad** for a full calendar year, September through August.

### Business Directory

Business Directory listings are \$10 per month. The Directory organizes businesses by category and includes the business name, address, phone, e-mail and website.

**Annual special:** Advertisers who place a directory listing for the full publication year (10 months, September through June) pay for only nine months, with the 10<sup>th</sup> month free (10% savings).

### Website Ads

The RBCA offers ads on its website, richmondbeachwa.org. The ads are \$10 a month and consist of a business name that will hyperlink to a website. Ads will be placed at the bottom of the home page and are available to purchase all year.

**Annual special:** Advertisers who place a website ad for a full year (12 months) pay for only 10 months, with the final two months free.

### Newspaper Inserts

Preprinted advertising flyers may be inserted into the Richmond Beach Community News for \$300 per issue. The advertiser must have the flyer approved by the ad manager (for content) and 3,300 copies delivered to RBCN's commercial printer by the 15<sup>th</sup> of the month prior to publication and marked "Richmond Beach Community News" with the month and year they are to be inserted. See ad manager for more details.

## CONTACT:

[admanager@richmondbeachwa.org](mailto:admanager@richmondbeachwa.org)

## DISPLAY AD SIZE

Newspaper display ads are measured by column inches: the number of columns it occupies multiplied by the vertical height in inches. For example, an ad two-columns wide by three-inches high is six column inches.

The minimum height of a display ad is one column inch and the maximum is 15.5 column inches. An ad can be any combination of columns and inches within these guidelines. Display ads that do not completely fill the full width of a column are charged for the full space of the column.

### Column widths:

One column = 2.45"

Two columns = 5.042"

Three columns = 7.65"

Four columns = 10.25"

## SUBMITTING AN AD

Ads must be submitted as high-resolution, grayscale PDF or jpeg files. Please include your business name and the publication month-year in the name of your file. We offer free basic ad design. Design services are available at \$50 an hour for more elaborate ads.

## TERMS

The Richmond Beach Community Association (RBCA) reserves the right to refuse any advertisement it deems inappropriate for its publication.

### Publication Period

The *Richmond Beach Community News* (RBCN) is published monthly September through June.

### Deadlines

The deadline for ad submission (print-ready) or design approval is the 15<sup>th</sup> of the month prior to publication.

### Payment

Ads must be prepaid by the 15<sup>th</sup> of the month prior to publication. Please make checks payable to **Richmond Beach Community Association (RBCA)** and mail to P.O. Box 60186, Shoreline, WA 98160-0186, Attention: Ad Manager. You may also pay online with PayPal by contacting [admanager@richmondbeachwa.org](mailto:admanager@richmondbeachwa.org).

### Liability

First-time advertisers will receive a proof of their ad for approval via either email or US mail. Liability for RBCN errors shall not exceed the cost of the space the ad occupies and shall be handled at the discretion of the editor and advertising manager.



Your *future* customers  
read the  
**Richmond Beach**  
COMMUNITY NEWS

Thriving communities support local businesses and the *Richmond Beach Community News* is a major factor in the vitality of our neighborhood. Your ad in the RBCN not only **reaches more than 5,000 Richmond Beach readers every month**, but helps keep the neighborhood strong by supporting both the newspaper and RBCA-sponsored neighborhood events such as the Halloween Carnival, Turkey Day Fun Run and Strawberry Festival.

Newspaper advertising *works*  
Make it work for you

Richmond Beach Community Association  
P.O. Box 60186 | Shoreline, WA 98160-0186

## SAMPLE DISPLAY AD SIZES

Below are just a few sample display ads sizes including their cost per month.

