

ANNUAL ADVERTISERS SAVE 10%

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

WEBSITE LISTING

Listings on richmondbeachwa.org are \$10 a month and consist of a business name that will hyperlink to a website. Listings will be placed at the bottom of the home page and are available to purchase all year.

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 printer by the 15th of the month prior to publication and marked "Richmond Beach Community News" with the month and year they are to be inserted.

COLOR PRINTING

The Richmond Beach Community News includes three pages of color. Annual advertisers are prioritized for premium color placements and space is limited. The cost to run a color ad is the listed rate plus 10%.

PAYMENT

All ads are prepaid by the 15th 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 – or – pay online with PayPal at <http://richmondbeachwa.org/newspaper/pmtform.html>

RATE CARD

EFFECTIVE 7/1/18

MONTHLY PRINT ADVERTISING SIZES & RATES

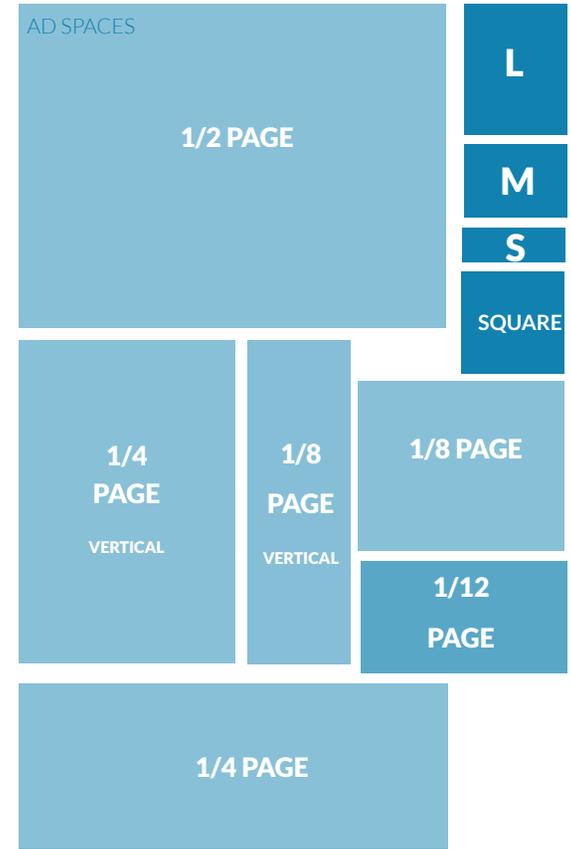
Full Page.....	\$1200.00
Bottom 2-Page Spread.....	\$1280.00
1/2 Page.....	\$640.00
1/4 Page.....	\$320.00
1/8 Page.....	\$160.00
1/12 Page.....	\$110.00

Square.....	\$50.00
Rectangle L.....	\$60.00
Rectangle M.....	\$40.00
Rectangle S.....	\$20.00

AD SPACES AND DIMENSIONS

Full Page.....	10.25 x 15.5
Bottom 2-Page Spread.....	21.5 x 8 w/bleed
1/2 Page.....	10.25 x 8 / 5 x 15.5 vertical
1/4 Page.....	10.25 x 4 / 5 x 8 vertical
1/8 Page.....	5 x 4 / 2.5 x 8 vertical
1/12 Page.....	5 x 2.75

Square.....	2.5 x 2.5
Rectangle L.....	2.5 x 3
Rectangle M.....	2.5 x 2
Rectangle S.....	2.5 x 1



AD SUBMISSION

Ads are submitted as high-resolution PDF or jpeg files for print or design approval by the 15th of the month prior to publication.

PLACEMENT

Exact placement in Richmond Beach Community News is guaranteed only to full-page and 2-page spread advertisements. Areas in the bottom half (or below the fold) are prioritized for ad placement. Certain issues may include ads placed above the fold, but this placement is neither formally offered nor is it guaranteed.

DESIGN

Richmond Beach Community News volunteers offer free basic ad design. Design services are available at \$50 an hour for more elaborate ads.

LIABILITY

Advertisers will receive a proof of their ad for approval via either email or US mail prior to its first publication. Liability for any Richmond Beach Community News 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.

DISPLAY AD

Please indicate your ad space as listed on the rate card _____

Indicate the months you want your ad to run (September–June is a full year): _____

Color (add 10%) Black & White

Ad space is \$20 per column-inch. The cost of my monthly ad is: \$ _____

Payment **option 1:** Full payment of \$ _____ before October 1.

Payment **option 2:** Pay in three installments. I am including the first installment of \$ _____ (1/3 annual cost)
The installment option is available only to annual advertisers. You will be billed for the remaining installments, due November 15 and February 15.

BUSINESS DIRECTORY (Free to annual display advertisers.)

Indicate the months you want your ad to run (September–June is a full year): _____

Enclosed is my payment of \$ _____ (\$10 per month, \$90 for the full year with 10th month free)

Name of business as it is to appear in listing _____

Address _____

Contact info that is to appear in ad (phone, e-mail, website) _____

WEBSITE LISTING (Free to annual display advertisers.)

Indicate the months you want your ad to run (September–August is a full year): _____

Enclosed is my payment of \$ _____ (\$10 per month, \$100 for 12 months with final two months free)

Name of business as it is to appear in ad _____

Website address name will link to _____

FLYER INSERT

Indicate the month(s) you want your flyer inserted into the RBCN: _____

Enclosed is my payment of \$ _____ (\$300 per month)

Mail this completed and signed contract and your payment to Richmond Beach Community Association, P.O. Box 60186, Shoreline, WA 98160-0186, Attention: Ad Manager. Please make checks payable to Richmond Beach Community Association (RBCA).

I, _____, agree to purchase advertising for _____
Name Business, event, etc.

in the Richmond Beach Community News. I have read and am in agreement with the terms outlined in this brochure.

Payment: _____ My check is enclosed _____ Send me PayPal instructions so I may pay online

Signature: _____ Date: _____

Address: _____ Phone: _____

_____ E-mail: _____