

## 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 is now offering 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. Delivered flyers must be 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

A newspaper advertisement is measured by column inches: the number of columns it occupies multiplied by the vertical height in inches. For example, a display 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"

Three columns = 7.65"

Four columns = 10.25"

## SUBMITTING AN AD

All ads are placed in the paper as electronic files. Completed ads must be submitted as a high-quality PDF or JPEG file. We offer free consultation and creation of small, simple ads. Due to volunteer limitations, if a more elaborate ad is wanted, fee-based design services are available at \$50 an hour.

## 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.

### 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



# Richmond Beach COMMUNITY NEWS

## ADVERTISING AGREEMENT: September 2014–June 2015

### Display Ad

Please indicate the size of your display ad: number of columns wide \_\_\_\_\_ X number of inches high \_\_\_\_\_

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

Ad space is \$20 per column-inch. The cost of my ad is: \$ \_\_\_\_\_  
(monthly cost = # of columns wide x # inches high x \$20 | yearly cost = monthly cost x 9 with 10<sup>th</sup> month free)

Payment option 1: Full payment of \$ \_\_\_\_\_ with contract.

Payment option 2: Pay in three installments. I am including the first installment of \$ \_\_\_\_\_ (1/3 annual cost) with contract.  
*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 10<sup>th</sup> 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 Ad (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.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_