

# MEDIA KIT

## Richmond Beach COMMUNITY NEWS

Three-time winner of Gold Level Award for Newspaper Excellence from Neighborhoods, USA (NUSA) JUNE 2018

Richmond Beach Community News

### RICHMOND BEACH SCHOOL REUNION

By Cliff Nixon

### THE BEACH

By Tom Mailhot, RBCA Secretary

You've probably seen them by now, but the Richmond Beach Orcas are back in the neighborhood! With help from Don Rothwell, Jerry Patterson, Tom Petersen, Randy Ziegler, Heinz Streng and Tom Mailhot, the poles and orcas were moved from their winter storage to their usual summer viewing grounds in early May.

The installation group was also able to add name plaques to each pole so viewers can now see the name of the artist that created each orca and the name the artist chose for the orca.

The installation project had some interesting moments. The poles are

sites the anchors were easy to uncover, but the anchors at the Wonderland Development Center were buried under some extra dirt when the Center's garden bed was replanted. After a few minutes of fruitless poking in the dirt, Don Rothwell realized what we needed was a metal detector. Ever prepared, Jerry Patterson just happened to have one in his garage. After a few false alarms and a few extra holes, the detector was successful at locating the anchors.

sites this year, so you may have to wander around a bit to find your favorite again. The RBCA Beach Orcas web page has a map if you decide you need some help.



#### Wonderland Development Center

NW 195<sup>th</sup> Place &  
NW 196<sup>th</sup> Street



#### BEACH ORCAS

Kayu Kayu  
Ac Park

19911 Richmond



# Richmond Beach COMMUNITY NEWS



## REACHING OVER 5,000 RESIDENTS EACH MONTH

### 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 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](http://richmondbeachwa.org) are \$10 a month and consist of a business name that will hyperlink to a website. Listings will appear under "Get Involved." then click on "Sponsors," on the RBCA website and are available to purchase all year.

### Ad submission

Ads are submitted as high-resolution PDF or jpeg files for print or design approval by 13th of the month prior to publication.

### Placement

Exact placement of ads in Richmond Beach Community News is not guaranteed. 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.

### 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 2,900 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 for advertisements. 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 13th of the month prior to publication. On receipt of a completed and signed contract, advertisers will be emailed an invoice with directions to pay online.

### Liability

Advertisers will receive a proof of their ad for approval via either email or U.S. 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.



## MONTHLY PRINT ADVERTISING SIZES & RATES

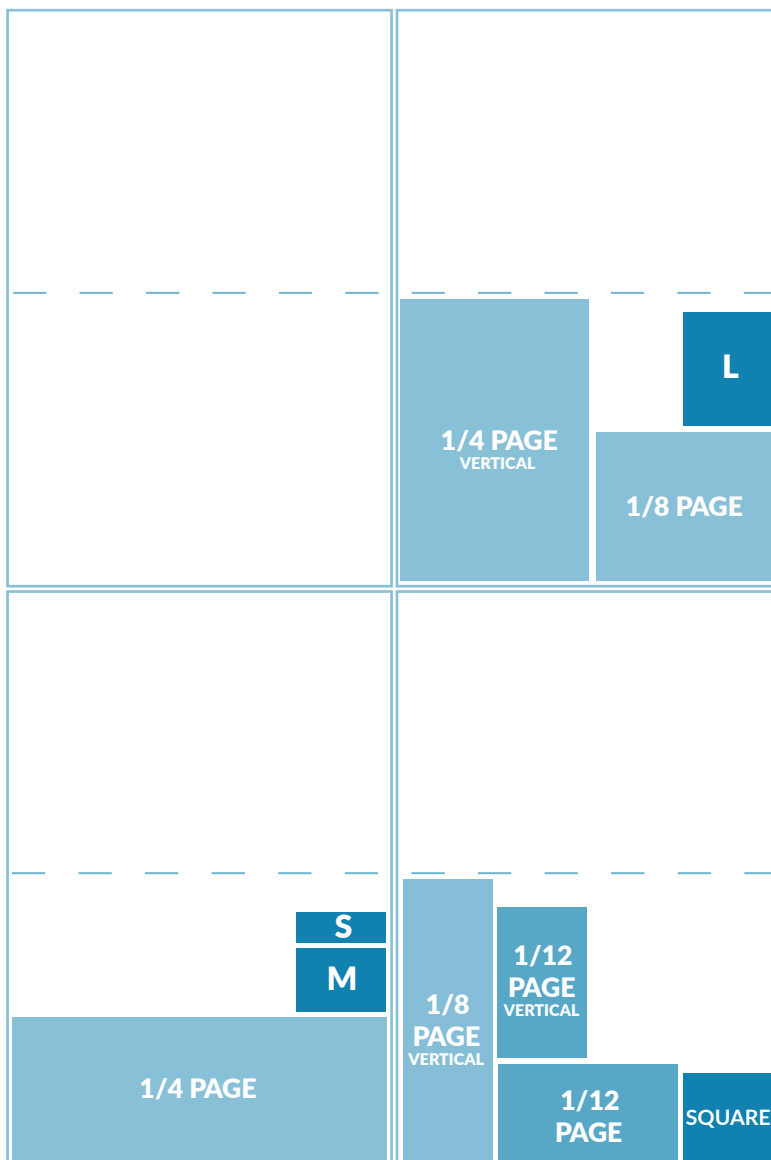
1/4 Page.....	\$350.00-\$385.00
1/8 Page.....	\$175.00-\$195.00
1/12 Page.....	\$120.00-\$132.00

Square.....	\$55.00-\$61.00
Rectangle L.....	\$65.00-\$72.00
Rectangle M.....	\$45.00-\$50.00
Rectangle S.....	\$25.00-\$28.00

## AD SPACES AND DIMENSIONS

1/4 Page.....	10.25 x 4 5/8	vertical
1/8 Page.....	5 x 4 1/2	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



# Richmond Beach COMMUNITY NEWS

*The mission of the Richmond Beach Community Association is to promote the well-being of the Richmond Beach community.*

P.O. Box 60186

Shoreline, WA 98160-0186

## CONTACT

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

### 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

☐ Payment **Option 1:** Full payment of \$\_\_\_\_\_ before September 13.

☐ 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. Attention: Ad Manager  
P.O. Box 60186, Shoreline, WA 98160-0186, or email to [admanager@richmondbeachwa.org](mailto:admanager@richmondbeachwa.org)

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: \_\_\_\_\_