

ADVERTISING RATES

Display ads

\$15 per column inch per month, with a one-column inch minimum, 15.5-column inch maximum.

Display Ad Discounts:

- Advertisers that place a display ad for the full publication year pay for only 9 months, with the 10th month free (10% savings).
- Advertisers that place a display ad are given a free listing in the paper's Business Directory.

Business Directory

Businesses that do not place a display ad can pay to be listed in the newspaper's Business Directory only. This feature, new as of September 2010, will list businesses by category (e.g. Electricians, Groceries, Music Teachers). Typically, each listing will be 3 to 4 lines of type that include the business' name, address, phone, and e-mail address.

- Rate for listing in directory: \$7.50 per month. \$67.50 per year (9 months, 10th month free).

Newspaper Inserts

Preprinted advertising flyers can be inserted in an issue of the newspaper. You must pay for printing of the flyer and deliver it to our commercial printer in time for it to be folded in with the paper. A typical print run is 2,500. Subject matter must be appropriate for a family newspaper.

- Our charge to you for your pre-printed flyer inserted in the newspaper and delivered to our subscribers: \$250.

SUBMITTING AN AD

- All ads are placed in the paper as electronic files. If you are submitting a completed, designed ad, it must be a pdf or jpeg file or a Mac Illustrator file. Most programs allow you to export your file as a pdf. The pdf should be as high quality as possible (this should be an option you can select when you export the file). Gif files usually are too low resolution to be printed successfully. Contact the editor if you need help.
- **We are unable to publish ads submitted as a MS Publisher file or ads formatted in Word. They must be converted to pdf or jpeg files.**
- E-mail your electronic ad as an attachment to: Editor@richmondbeachwa.org. If you have a sketch or other hard copy, mail it to: Editor, RBCN, P.O. Box 60186, Shoreline WA, 98160-0186.
- If you are unable to create an ad electronically you can make a sketch of the ad and fax or mail it to us. We will make an electronic file and submit a checkprint to you for your approval.

TERMS

Publication Period

The newspaper's publication period runs for 10 months, September through June. There is no issue in July or August.

Deadlines

The deadline for submitting an ad or making changes is the 15th of the month prior to publication.

Payment

Ads running for only one month must be prepaid. Longer running ads can be paid in either 2 or 3 installments; the first installment must be prepaid.

Consultation and design

We offer free consultation and creation of small, simple ads; we have a large stock of clip art (pianos, animals, etc.) that can be incorporated into an ad. Because our staff is quite limited in size, and composed of volunteers, if a more elaborate ad is wanted, fee-based design services are available at \$40 an hour.

Liability

First-time advertisers will receive a checkprint 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.

Caveat

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

Contacts

For billing questions, e-mail Editor@richmondbeachwa.org, or phone (206)533-0955.

Payment

Please make checks payable to: Richmond Beach Community Association (RBCA), P.O. Box 60186, Shoreline, WA 98160-0186.

Information

Contact Editor@richmondbeachwa.org or call (206) 533-0955 or fax (206) 533-0957.

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



Place Your Advertisement

in the

RICHMOND BEACH COMMUNITY NEWS

YOUR ADVERTISEMENT
in this quality monthly newspaper

- Provides a strong selling piece for your business
- Reaches more than 5,000 readers every month
- Supports the community newspaper
- Supports RBCA-sponsored events such as the Halloween Carnival, December Holiday Events, Strawberry Festival, Night Out Against Crime, and many more



Richmond Beach Community News ADVERTISING AGREEMENT 2010-2011

Ad Information:

Please indicate the size of your display ad: number of columns wide _____ inches high _____

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

Ad space is \$15 per column inch. To determine the cost of your ad:

$$\begin{aligned} \text{Number of columns wide} \times \text{number of inches high} \times \$15 &= \text{monthly cost} \\ \text{monthly cost} \times 9 &= \text{yearly cost (10th month is free)} \end{aligned}$$

The cost of my ad is: \$ _____

Payment option 1: I am including full payment of \$ _____ with this contract.

Payment option 2: I would like to pay in 2 or 3 installments [please check one]. I am including the first installment of \$ _____ with this contract. Please bill me when the remaining installment(s) are due.

[Note: The installment option is available only to those who advertise for a full year.]

Business Directory Information: I would like to have my business appear in the newspaper Business Directory for (number of months) _____ the full 10 months _____. Enclosed is my payment of \$ _____ (\$7.50 per month, \$67.50 for the full year). *[Note: This option is free for businesses that place a display ad.]*

Print name of business as it is to appear in ad _____

Print business address _____

Print contact info that is to appear in ad (phone number, fax, e-mail address) _____

Call (206)533-0955 if you need help determining the cost of your ad or if you have questions.

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

I, _____ agree to purchase advertising for _____
(Please print name) (Please print name of 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/fax: _____

_____ E-mail: _____

Determining the size of an ad:

A newspaper advertisement is measured by the number of columns it occupies multiplied by the vertical height. For example, an ad one column wide by 2 inches high is a 2-inch ad. Similarly, an ad two columns wide and 1 inch high is also a 2-inch ad.

The minimum height of an ad in our newspaper is 1 inch and the maximum is 15.5 inches. Other than those restrictions, an ad can be any combination of columns and inches. Advertisements that are designed so that they do not completely fill the full width of a column are charged for the full space of the column.

Graphic designers who want precise column measurements and format information should contact the editor: Editor@richmondbeachwa.org.

SAMPLE AD SIZES—ADS ARE NOT LIMITED TO THESE SIZES

Gray bars represent columns,
black and red boxes represent sample ads.

Minimum size is 1 column x 1 inch,
maximum size is 4 columns x 15.5 inches (full page).

