



THE QUAD CITIES MAGAZINE

Reach 10,200 upper income homes
(Scott and Rock Island Counties)
Direct mailed and verified upon request

<i>All ads include full color</i>	4 X AGREEMENT	1 X OPEN RATE
BACK COVER	\$3,650 (\$14,600 ANNUAL)	NA
INSIDE FRONT COVER	\$3,220 (\$12,880 ANNUAL)	\$3,665
INSIDE BACK COVER	\$2,835 (\$10,860 ANNUAL)	\$3,235
PAGE 3	\$2,835 (\$10,860 ANNUAL)	\$3,235
TWO-PAGE SPREAD	\$4,305 (\$17,220 ANNUAL)	\$4,910
FULL PAGE	\$2,390 (\$9,560 ANNUAL)	\$2,715
TWO THIRDS PAGE	\$1,775 (\$7,100 ANNUAL)	\$1,995
HALF PAGE	\$1,445 (\$5,780 ANNUAL)	\$1,640
THIRD PAGE	\$1,045 (\$4,180 ANNUAL)	\$1,185
SIXTH PAGE	\$570 (\$2,280 ANNUAL)	\$675
MARKET PLACE LISTING 1/12TH	\$300 (\$1,200 ANNUAL)	\$375

Guaranteed Position (based on availability and production) Add 10% to above rate

Additional Charges:

Bleeds: **Add 10% to rate**
 Color Proofs: (If not provided) \$75.00
 Design Services: **Billed at \$70 per hour**
 Ask your QC representative about the many other creative options such
 as trimmed inserts, fold-outs; tip-ons; reply cards and perforations.
 Each option bid separately based on need. Over runs available.

PRE-PAY REQUIRED PRIOR TO PUBLICATION

*Rates valid for the contract period
signed by the advertiser for the 2009
year only.*

QC
 the Quad Cities Magazine
 P.O. Box 1010
 Bettendorf, IA 52722
 Phone: 563-359-0101
 www.qcmag.com

Digital Magazine Opportunities

Digital Magazine Version Embedded Video/Audio
Files and Hyper-Link pricing (good for 3 months)

	<u>Hyper-Links</u>	<u>Audio/Video files</u>
Cover positions		
Or full page ads:	Included	\$100/issue
2/3 Page	Included	\$110/issue
Half Page	Included	\$150/issue
Third page	\$50 per issue	\$175/issue
Sixth Page	\$75 per issue	\$200/issue

www.qcmag.com

Files: Audio—mp3 files; Video—wmv or flv files
Hyper-link information must be provided.

*Payments for advertising must be received within
one week after space deadlines.*

2010 DEADLINES

FEBRUARY / MARCH / APRIL Dec.. 16th
Health, Environment, Economy

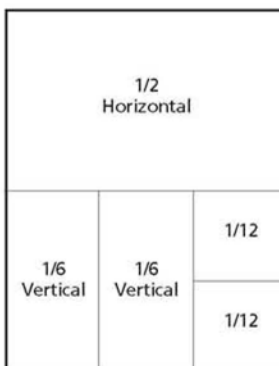
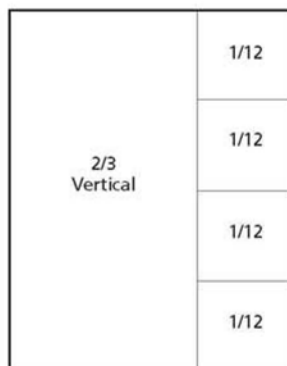
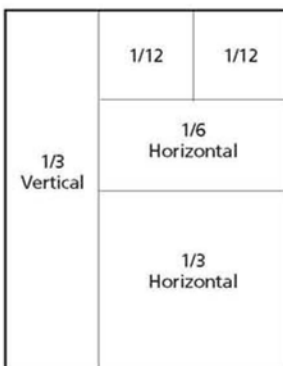
MAY / JUNE / JULY Mar. 15th
Best of the Quad Cities / Super Summer

AUGUST / SEPTEMBER / OCTOBER June 15th
Local Education Issue / Fall Get Aways

NOVEMBER / DECEMBER / JANUARY Sept. 15th
Holidays Issue

**After space is reserved, camera ready ads are
due one week later.**

ADVERTISEMENT MECHANICALS AND AD DIMENSIONS



Ad Sizes (in inches)

	Wide	Deep
Full Page (<i>non bleed</i>)	7.875	x 10.125
2/3 Vertical	5.187	x 10.125
1/2 Horizontal	7.875	x 5
1/3 Vertical	2.5	x 10.125
1/3 Horizontal	5.187	x 5
1/6 Horizontal	5.187	x 2.375
1/6 Vertical	2.5	x 5
1/12 Horizontal	2.5	x 2.375