



THE QUAD CITIES MAGAZINE

Reach **7,500** upper income homes
(Scott and Rock Island Counties)
Direct mailed and verified upon request

All ads include full color	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 (\$11,340 ANNUAL)	\$3,235
PAGE 3	\$2,835 (\$11,340 ANNUAL)	\$3,235
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
QUARTER PAGE	\$ 820 (\$3,280 ANNUAL)	\$950
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

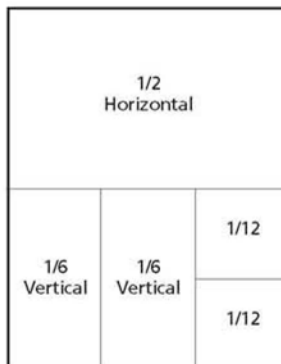
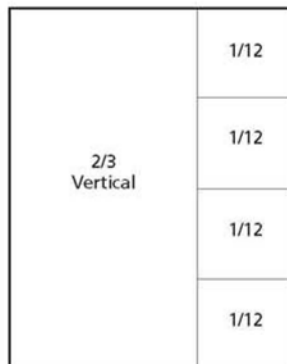
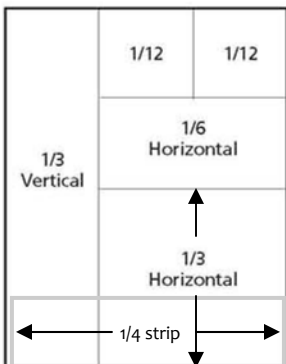
2010/2011 DEADLINES

Winter Issue (Dec.—Feb. 2010/2011) Holidays Issue / Health Issue	Oct. 15th
Spring Issue (Mar.—May 2011) Environment and Economic Issue	Jan. 14th
Summer Issue (June—Aug. 2011) Best of the Quad Cities / Super Summer	Mar. 15th
Fall Issue (Sept—Nov. 2011) Local Education Issue	July 13th
Winter Issue (Dec.—Feb. 2011) Holidays Issue / Health Issue	Oct. 15th

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 (non bleed)	7.875	X 10.125
2/3 Vertical	5.187	X 10.125
1/2 Horizontal	7.875	X 5.0
1/3 Vertical	2.5	X 10.125
1/3 Horizontal	5.187	X 5.0
1/4 Horizontal Strip	7.875	X 2.375
1/6 Vertical	2.5	X 5.0
1/6 Horizontal	5.187	X 2.375
1/12 Horizontal	2.5	X 2.375

Provide all ads as High Resolution PDFs (300 dpi or larger)
 Bleed Specifications: Full page trim: 8.375 X 10.875". Allow 3/16" bleed. Live matter should be kept 5/16" from trim of magazine. All ads should be emailed to: bethclark@qcmag.com