

The Riverbend *Ragg-Times*

2020/21 MEDIA KIT

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Editorial: Mike Ganley


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Established in 1977, *The Riverbend Ragg-Times* is an informative and lively newspaper that reports on community news and events, programs, schools, organizations, businesses and residents within the greater Riverbend-Terwillegar area.


The newspaper is published **six times per year** by the Riverbend Community League and distributed to single-dwelling homes in greater Riverbend-Terwillegar. Copies can also be found in local businesses and organizations and can be found online at riverbendonline.ca.

2020/21 Editorial Calendar

| ISSUE | DEADLINE | DISTRIBUTION (week of) | NOTES |
|-----------|------------|------------------------|--|
| September | August 14 | August 31 | The Buy Local Movement Beginning of the Strange New School Year Activities for the kids |
| November | November 6 | November 23 | Christmas 2020 and The New Year Focus On: Real Estate Pet Special |
| January | Jan 15 | January 31 | School Registration for Fall Riverbend Community League Skate Fest Wonderful Winter Focus On: Self Care |
| March | March 12 | March 29 | Beginning of Summer Camp Registrations Focus On: Home Renovations |
| May | April 23 | May 10 | RCL 50th Anniversary Issue The Perfect Garden Focus On: Real Estate |
| June/July | June 4 | June 21 | Ready for Summer – Tennis Registration etc. Fine Food & Wine Staycations |

 **EFFECTIVE** Reach people in your immediate area. We deliver the newspaper to 10,000 homes by Canada Post.

 **BUILD AWARENESS** Build awareness of your brand, website, programs and services. When a reader needs your product or service, they will think of you first.

 **AFFORDABLE** From just \$12, a sustained local paper ad campaign reaches more prospects than other media advertising.

Canada Post

In the Community

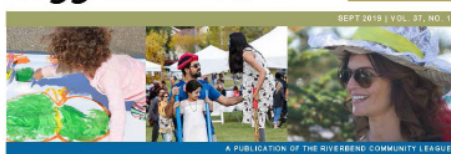


- Riverbend Community Centre 258 Rhatigan Rd E.
The Paw Pet Spa & Boutique 266 Bulyea Road
ATB Financial 14236-23 Ave
Secret Sweets 14910-45 Ave
7 Eleven Food Store Riverbend Road & 45 Ave.
Easy Mart 5679 Riverbend Road
Second Cup Riverbend Square & Terwillegar Recreation Centre
Circle K Convenience Store Terwillegar Drive & 40 Ave.
Safeway Riverbend Square
Shoppers Drug Mart Riverbend Square
Riverbend Public Library Riverbend Square
Snow Valley Ski Club 13204 Rainbow Valley Rd.
Vines Riverbend Wine Merchant 2331 Rabbit Hill Rd
TRAC Office Terwillegar Community Recreation Centre

Online

www.riverbendonline.ca

The Riverbend Ragg-Times



Art in Our Park 2019
Saturday, September 21, 2019 - 12:00 - 5:00 pm - Jamaica Ramsay Park

Our mandate is diverse and reaches far and wide...
Dances & News about
Lovers of Music
Fishes & Plants
Pasta & Eggs
Pasta & Eggs
Pasta & Eggs

The Riverbend Ragg-Times



Lights, Camera, Action!
Maclab Theatre at Lilian Osborne officially opens with a Grand Gala

The Maclab Theatre at Lilian Osborne High School officially opened on April 30, 2018 with a grand gala...
The gala was attended by over 300 guests who enjoyed the official program that included an opening dinner and theatrical dinner...

Faces of Riverbend Terwillegar Project



W hat are the faces that smile and laugh at a Riverbend Terwillegar Project?
The Faces of Riverbend Terwillegar Project is a collection of faces...

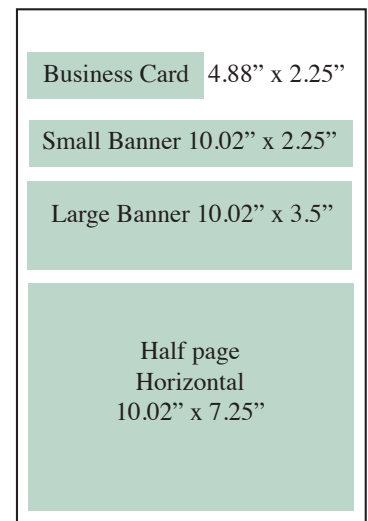
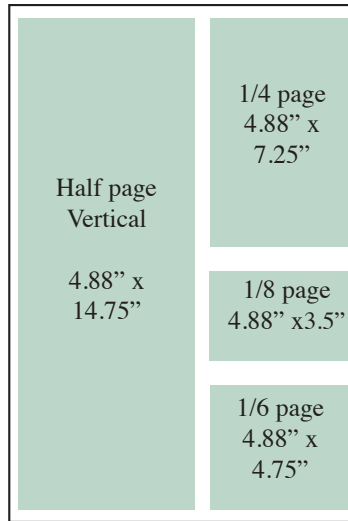
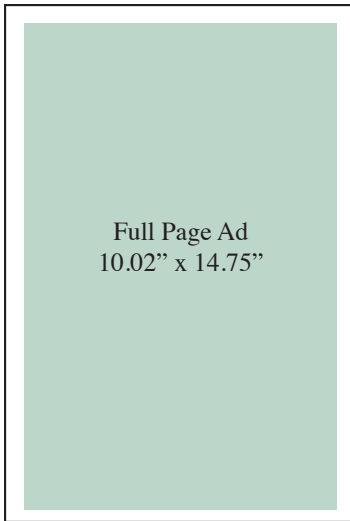
The Faces of Riverbend Terwillegar Project is a collection of faces...
The Faces of Riverbend Terwillegar Project is a collection of faces...

Save 10% on Season Passes & get a \$100 Voucher from Kal Tire

snowvalley EDMONTON Proud sponsor of www.riverbendonline.ca

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Ad Dimensions



Advertising Rates for Businesses

| AD SIZE | DIMENSIONS | RATE - BLACK & WHITE | RATE - FULL COLOUR |
|--------------------------------------|---------------------|----------------------------------|----------------------------------|
| Full Page | 10.02''w x 14.75''h | \$685.00 + GST = \$719.25 | \$890.00 + GST = \$934.50 |
| Half page Horizontal | 10.02''w x 7.25'' h | \$360.00 + GST = \$378.00 | \$465.00 + GST = \$488.25 |
| Half page Vertical | 4.88''w x 14.75''h | | |
| Quarter page | 4.88''w x 7.25''h | \$185.00 + GST = \$194.25 | \$245.00 + GST = \$257.25 |
| Large Banner | 10.02''w x 3.5''h | \$185.00 + GST = \$194.25 | \$245.00 + GST = \$257.25 |
| Small Banner | 10.02''w x 2.25''h | \$130.00 + GST = \$136.50 | \$170.00 + GST = \$178.50 |
| One Sixth page | 4.88''w x 4.75''h | \$130.00 + GST = \$136.50 | \$170.00 + GST = \$178.50 |
| One Eighth page | 4.88''w x 3.5''h | \$100.00 + GST = \$105.00 | \$130.00 + GST = \$136.50 |
| Business Card | 4.88''w x 2.25''h | \$60.00 + GST = \$63.00 | \$75.00 + GST = \$78.75 |
| Small classified 25 words or less | Text only | \$12.00 + GST = \$12.60 | N/A |

Payment Options

- **By mail:** Riverbend Community League
Box 21038, Terwillegar RPO,
Edmonton, AB, T6R 2V4
- **In Person:** Drop off payment in the exterior mailbox at the Riverbend Community Centre, 258 Rhatigan Road E.
- **E-transfer:** email your e-transfer to payments@riverbendonline.ca. Please state who the ad is for or include an invoice number.

* Please make your cheque or money order payable to the Riverbend Community League. Include your name, phone number, address, and postal code.

PLEASE READ CAREFULLY

Technical Specs for Ads

- Please submit all ads in the **exact size** of the advertisement booked.
- The Riverbend Ragg-Times is printed in black ink with spot colours (Pantone) or process colour (CMYK).
- Please submit ads in either **grayscale or CMYK** (no RGB).
- Be sure your black text is defined as black. Avoid the “auto” colour in the page maker. Make sure your black is 0% cyan, 0% magenta, 0% yellow and 100% black. RGB won't print well.
- Acceptable file formats are Adobe InDesign, Adobe Illustrator or **Adobe Acrobat PDF** for optimum print quality. Please include all fonts used in the file.
- Please note that **Word or Publisher files are not print ready**
- All artwork and photos should be submitted in **high resolution** (at least 300 dpi, or 1MB and line art to 600 dpi, or 2 MB for output at 1200 dpi).
- **Reverse print** (light-coloured font on dark background) needs to be **at least 12 pts** and a **block type font** to print clearly.
- Ads created with layers need to be flattened in Acrobat.
- **Ads are printed as submitted.**
- Unsure how to format your ad to meet the technical requirements? **Consider hiring a designer.**

Submission Info

- Submit print-ready ads to ads@riverbendonline.ca.
- Your guaranteed ad placement will only be confirmed once we have received your full payment and the ad has been received.
- Ads are printed as submitted. Please ensure all ads are submitted according to our dimensions and specifications.
- Advertisement placements may be checked online at www.riverbendonline.ca.

Editorial Guidelines

Full article submissions can be sent via email to raggtimes@riverbendonline.ca prior to the deadlines listed in our media kit, or online at riverbendonline.ca.

- Submissions must be 300-500 words, unless otherwise discussed with the editor.
- Please include a title, byline, and (optional) bio (10-15 words).
- Submissions must be original work and free of libel.
- Once articles have been received, they will be reviewed. Unfortunately, due to the number of submissions we receive, and the needs of the publication, we cannot guarantee your article will be published.
- Sometimes articles will be used at a later date. If there is an expiration date to your submission, please mark it clearly.
- All articles must be free of internal advertising. The articles should be stand-alone with relevant information the reader can walk away with.
- All submissions are made on a volunteer basis.
- If your submission has been published previously, or submitted to another publication, please mark this clearly on your submission.
- Whenever possible, please include photos with your submission. Photos should be submitted in high resolution (300 dpi), print-ready quality (JPEG, TIFF, PSD files). Not sure if your image will work? Check the file size. A file 500 MB and up will probably work.
- We accept files with .doc, .docx, and .rtf extensions.
- Do not double space (SINGLE SPACE ONLY after periods or other punctuation).

Questions about Editorial submissions? Email Mike Ganley at raggtimes@riverbendonline.ca.