

The Riverbend *Ragg-Times*

2019/20 MEDIA KIT

Advertising: Elizabeth Emslie

ads@riverbendonline.ca ~ 780-437-7108

Editorial: Sherri Henderson

raggtimes@riverbendonline.ca ~ 780-504-3603

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 **seven times per year** by the Riverbend Community League and distributed to single-dwelling homes in the greater Riverbend area by Canada Post. Copies can also be found in local businesses, organization and available online.

Riverbend Terwillegar Demographics



Average Household Income

> \$60,000k **40.34%**

No Response **48.86%**



Main Mode of Transportation from Home to Work

Car/Truck/Van as Driver **78.57%**



Highest Educational Achievement

High School or Greater **68.95%**



Type of Homes

Owned **64.78%**

Single Detached House **57.47%**

* City of Edmonton 2016 Census, Ward 9 Results

Three Reasons to Advertise in Your Local Community Paper



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 your 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
- Mac's Convenience Store** Terwillegar Drive & 40 Avenue
- 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

2019/20 Editorial Calendar

ISSUE

September

October

Nov/Dec

February

March/April

May

Summer

DEADLINE (by noon)

August 16

September 27

November 15

January 17

March 13

April 24

June 5

DELIVERY (week of)

September 2

October 14

December 2

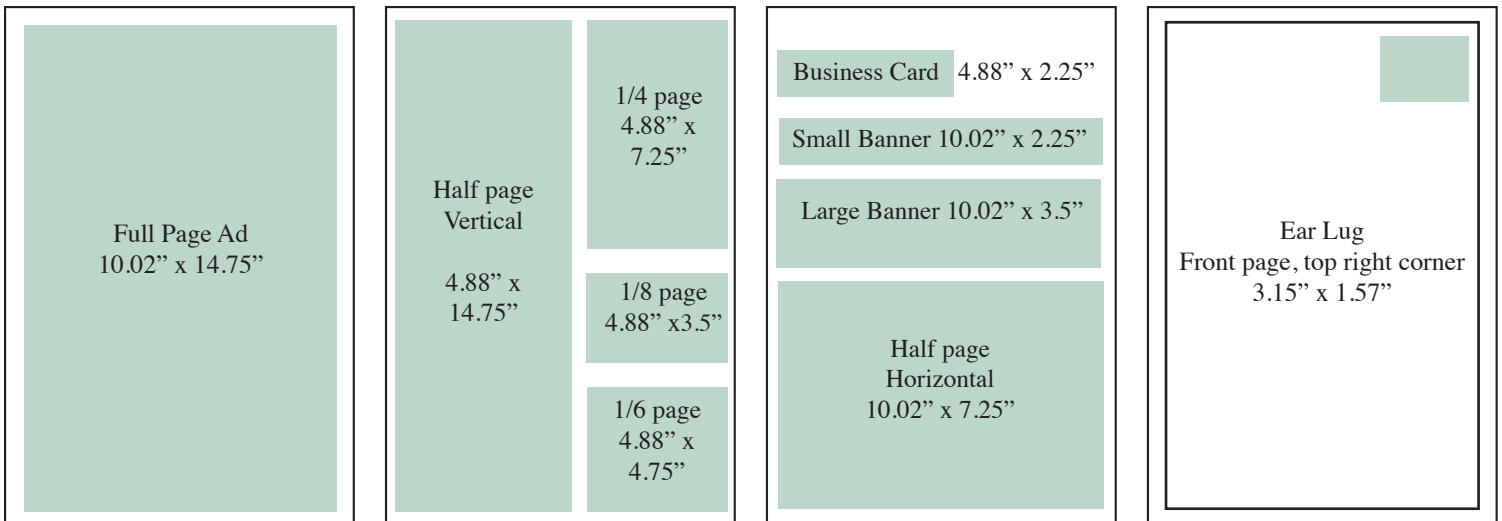
February 3

March 30

May 11

June 22

Ad Dimensions



Advertising Rates for Businesses

AD SIZE	DIMENSIONS	RATE - BLACK & WHITE	RATE - FULL COLOUR
Full Page Guaranteed Placement - Back Page	10.02''w x 14.75''h	N/A	\$1068.00 + GST = \$1121.40
Full Page Guaranteed Placement - pg. 5	10.02''w x 14.75''h	N/A	\$979.00 + GST = \$1027.95
Full Page No Guaranteed Placement	10.02''w x 14.75''h	\$685.00 + GST = \$719.25	\$890.00 + GST = \$934.50
Ear Lug Front page	3.15''w x 1.58''h	N/A	\$150.00 + GST = \$157.50
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@riverbenonline.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 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: www.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 to be considered 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 Sherri at raggtimes@riverbendonline.ca.