

# River Valley Woman

GO.BE.DO.CONNECT.



## FULL COLOR ADVERTISEMENT RATES

### SPECIAL PLACEMENTS:

Outside back cover . . . . .	\$2,050
Inside front cover . . . . .	\$1,750
Inside back cover . . . . .	\$1,650
2-Page Spread . . . . .	\$1,850
Connections Business Card . . . . .	\$400

### REGULAR PLACEMENT:

Full page . . . . .	\$1,350
Half page . . . . .	\$925
Quarter page . . . . .	\$725
Eighth page . . . . .	\$425
“Must Haves” Feature Item . . . . .	\$400

## AD SPECIFICATIONS

### AD DIMENSIONS (NO BLEED)

- 1/8 page: 3.8” wide x 2.3” tall
- 1/4 Page: 3.8” wide x 4.8” tall
- 1/2 Page Vertical: 3.8” wide x 10” tall
- 1/2 Page Horizontal: 7.75” wide x 4.8” tall
- Connections: 3.75” wide x 2” tall

### Full Page BLEEDS (Full Page Ads ONLY)

- Final Trim size: 8.5” w x 11” h
- Full Bleed size: 8.75” w x 11.25” h
- Keep all text and essential art 1/4” from the trim.

### 2-Page Spread

- Final Trim size: 17” w x 11” h
- Full Bleed size 17.25” w x 11.25” h
- \*Note: Spreads have a gutter down the center.
- Keep all text and essential art 1/4” from the trim

### TECHNICAL SPECIFICATIONS

- Color Mode: CMYK
- Resolution: 300 dpi
- Camera Ready Ads: High Resolution PDF

Other programs: Please package files using Adobe Indesign. This will provide us with the needed files and fonts. If that request is not possible, please provide us with: Adobe: .eps, .tiff, .psd layered files. Please have all image files collected and linked.

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## DEADLINES & RELEASE DATES

### AD DEADLINE IS THE 15TH OF EACH MONTH

EMAIL ADS TO: [rvwproduction@gmail.com](mailto:rvwproduction@gmail.com)  
Please CC your sales rep on all ads

If the 15th falls on a weekend, deadline moves to the following business day. Holiday months may require an earlier deadline. Ask for details.  
Ads received after deadline will appear in the next month’s issue.

# Contact Today!

QUESTIONS OR PLACE AN AD  
507.227.2545

INFO@LUXEQUARTERLIES.COM

### ADDITIONAL INFORMATION

- Rates are net to River Valley Woman.
- Certain ads created by publishers may incur additional costs.

**BILLING** — Invoices are emailed from Luxe Quarterlies on the last Friday of each month. Please mail payments to:  
Luxe Quarterlies LLC PO BOX 504 St. Clair, MN 56080

**LUXEQUARTERLIES.COM**

