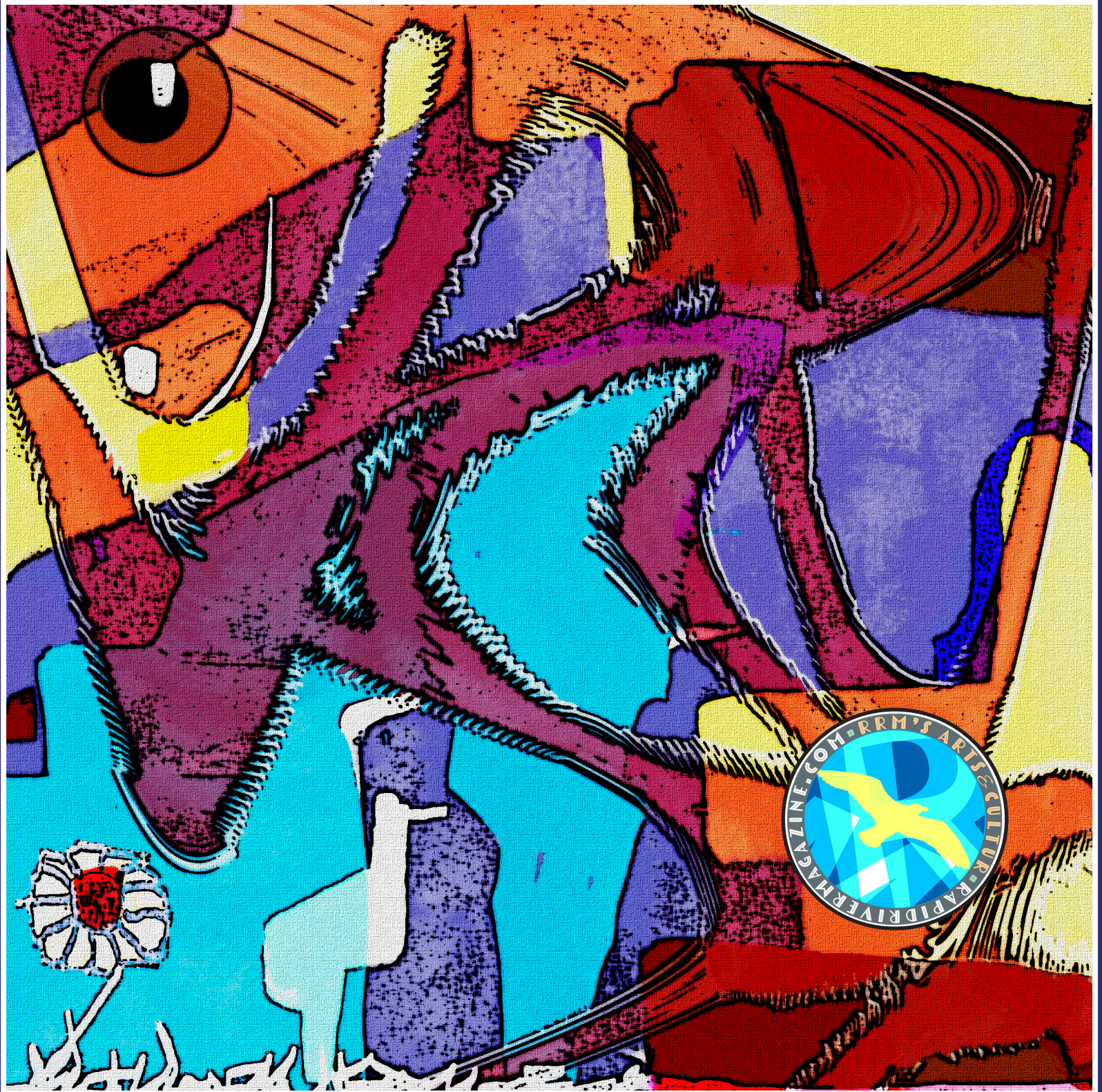


2024 ADVERTISING



All Illustrations are by Dennis Ray without using AI



Rapid River Magazine
www.rapidrivermagazine.com

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Other _____

Email _____

Website _____

Comments / Ad Layout Details:

AMOUNT DUE

_____ x _____ + _____
Of Months Ad Rate Design Fees

- _____ = _____
Minus Discount Total Due

I, the undersigned, do agree to advertise in Rapid River Magazine following the terms outlined in this contract and current media kit. I understand the duration of this contract and agree to pay the total due as outlined above and also agree to adhere to the deadlines regarding payment and artwork as well as other specific guidelines outlined in the media kit.

Print Name: _____

Signature: _____ Date: ___/___/___

ADVERTISING CONTRACT 2024

Today's Date _____

CONTRACT PERIOD

Start Date _____

End Date _____

AD TO RUN IN THESE ISSUES

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February |
| <input type="checkbox"/> March | <input type="checkbox"/> April |
| <input type="checkbox"/> May | <input type="checkbox"/> June |
| <input type="checkbox"/> July | <input type="checkbox"/> August |
| <input type="checkbox"/> September | <input type="checkbox"/> October |
| <input type="checkbox"/> November | <input type="checkbox"/> December |

AD SIZE

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/2 Page |
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> 1/3 Page | <input type="checkbox"/> 2/9 Page |
| <input type="checkbox"/> 1/6 Page | <input type="checkbox"/> 1/9 Page |
| <input type="checkbox"/> 1/16 Page | <input type="checkbox"/> 1/28 Page |
| <input type="checkbox"/> Other: _____ | |

ART WORK

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Camera Ready | <input type="checkbox"/> In-House Design |
|---------------------------------------|--|

Salesperson _____

Rapid River Magazine

495 N. Main Street
Canton, NC 28716

(828) 712-4752

Dennis@rapidrivermagazine.com

RAPID RIVER MAGAZINE'S ARTS AND CULTURE READERSHIP FOR OUR ADVERTISING PARTNERS

TARGETED DISTRIBUTION STRATEGY

Our approach to reaching readers at Rapid River Magazine's Arts and Culture is straightforward and effective. We distribute our magazine to art galleries, art-themed venues, areas where visitors and locals interested in local art can find us, and popular art studios throughout Western North Carolina. We are constantly expanding and strengthening our readership and distribution. This targeted distribution strategy is regularly reevaluated to maximize our reach to serious art collectors and buyers. We consciously avoid places where the magazine might be casually picked up and discarded by those uninterested in its content.

REVOLUTIONIZING ART REACH AND DISTRIBUTION

In contrast to the traditional approach of reaching as many people as possible at the lowest cost, our contemporary strategy at Rapid River Magazine's Arts and Culture prioritizes reaching a specific, art-interested audience. This focused distribution model is essential, especially for fine art, which doesn't have the universal appeal of more common attractions like restaurants or bars. Instead of casting a wide net, we target a niche audience genuinely interested in purchasing art, making our reach more efficient and cost-effective. This strategic distribution aligns perfectly with the needs of serious art collectors and buyers, avoiding the inefficiency of broader, less targeted efforts.

QUALITY CONTENT OVER GLOSSY APPEARANCE

Rapid River Magazine's Arts and Culture doesn't use glossy paper, but our high-quality digital printing stands out. We engage art buyers with compelling articles, interviews, and relevant topics, proving that being free and shiny isn't enough to guarantee readership.

EFFECTIVE AND AFFORDABLE AUDIENCE REACH

Our magazine consistently reaches a dedicated monthly audience with a keen interest in art. You gain access to a specific audience we've cultivated over 27 years at a quarter of the cost of advertising in a glossy publication.

BUILDING RELATIONSHIPS WITH READERS AND ADVERTISERS

We view the reader as our client and the advertiser as our partner. We believe engaging readers with well-written features about artists, their work, and events is more likely to lead to art purchases than simply placing ads in a solely advertising-generated publication.

EDITORIAL FOCUS

Rapid River's Arts & Culture Magazine centers on the vibrant art scene and artists of Western North Carolina. Every issue features in-depth interviews with artists whose creations align with the month's theme, inspired by the cover artist's work. Additionally, we include a variety of engaging stories and events that captivate our readers. The magazine's rich and informative content encourages readers to retain copies throughout the month and share insightful articles with friends and family.

Serving the serious art buyer and collector since 1997



Rapid River Magazine's
Arts & Culture is Available at
More than 300 Locations!

**Galleries • Hotels • Visitor
Centers • Live Theaters
Art Events • Museums •
Local Retail Art Related
Businesses**

CIRCULATION

Established in 1997, Rapid River Magazine's Arts & Culture Magazine has established itself as a highly effective medium for art-focused advertising. The magazine enjoys a wide circulation across Western North Carolina, with an estimated 12,000 monthly readers in print and online. It's prominently available in fine art galleries and key high-traffic art locations, ensuring maximum regional visibility to the right audience who appreciates fine art.

PUBLISHING AND DISTRIBUTION DATE

We publish every month and are fully distributed by the 5th of the new month unless print date are changed for weather or other uncontrollable circumstances.

CONTACT

Dennis Ray Publisher (828) 712-4752
495 N. Main St., Canton, NC 28716
Dennis@rapidrivermagazine.com
Rapidrivermagazine.com

MAGZTER



RRM IS ON
MAGZTER.COM
WHICH HAS OVER
55 MILLION
SUBSCRIBERS.
RRM IS FEATURED
ON PAGE ONE
IN THEIR ART
SECTION!



MAGZTER in



Newsstand
Read it about it
All in one place.



kindle fire



SAMSUNG



RATES AND INSERTIONS

1 TO 3-TIME INSERTION RATES

1/16 (2.14 x 2.14 inches) is \$128/mo

1/9 (3 x 3 inches) is \$219/mo

1/8 vert (2.14 w x 4.39 inches) 1/8 horz (4.39 w x 2.14 inches) is \$228/mo

1/4 (4.39 x 4.39 inches) is \$392/mo

1/2 vert (4.39 w x 8.83) 1/2 horz (8.83 w x 4.39) is \$623/mo

Full-page (8.83 x 8.83) is \$995/mo

4 TO 11-TIME INSERTIONS RATES

1/16 (2.14 x 2.14 inches) is \$89/mo

1/9 (3 x 3 inches) is \$143/mo

1/8 vert (2.14 w x 4.39 inches) 1/8 horz (4.39 w x 2.14 inches) is \$159/mo

1/4 (4.39 x 4.39 inches) is \$274/mo

1/2 vert (4.39 w x 8.83) 1/2 horz (8.83 w x 4.39) is \$437/mo

Full-page (8.83 x 8.83) is \$67/mo

12-TIME INSERTIONS RATES

1/16 (2.14 x 2.14 inches) is \$39/mo

1/9 (3 x 3 inches) is \$75/mo

1/8 vert (2.14 w x 4.39 inches) 1/8 horz (4.39 w x 2.14 inches) is \$79/mo

1/4 (4.39 x 4.39 inches) is \$119/mo

1/2 vert (4.39 w x 8.83) 1/2 horz (8.83 w x 4.39) is \$199/mo

Full-page (8.83 x 8.83) is \$399/mo

Free articles • Free AD design • Free photography

Call for more information (828) 712-4752 or email Dennis@rapidrivermagazine.com



ADVERTISING AND ARTICLE SUBMISSION GUIDELINES

SUBMISSION DEADLINES

In-House Content Submission

All in-house content, including advertisements, articles, press releases, and photos, should be submitted by the 12th of the month preceding their intended publication month.

Camera-Ready Advertisements. Please ensure that camera-ready advertisements are submitted by the 19th of the month before publication.

CONTRACT SUBMISSION PROCESS

Mailing and Emailing Contracts

Completed contracts can be sent to Rapid River Magazine at 495 North Main St., Canton, NC 28716. Alternatively, contracts can be emailed to dennis@rapidrivermagazine.com.

Photographing Contracts

Contracts can be photographed using a smartphone and emailed in any legible size.

ADVERTISEMENT AND IMAGE REQUIREMENTS

Advertisements

Submit all advertisements in 350dpi at 100% scale. Acceptable formats include RGB JPEG, PDF, or PSD. These formats are preferred for maintaining quality.

Photographic Images

For non-artwork photos, include a brief description and photo credit if necessary. Avoid using images from the internet to prevent issues with copyright, embedded tracking codes, or viruses.

Artwork Photographs

Provide the Title, Artist, Medium, Size, and, if desired, Price (framed and unframed) for artwork photographs.

ADDITIONAL SUBMISSION GUIDELINES

Email Addresses for Approval

On the contract, please list the email addresses of everyone who needs to approve the article and advertisements.

Article Publication Preferences

Indicate your preferred months for article publication, if any.

Contact Information for Inquiries

For additional questions or information, contact Dennis Ray at (828) 712-4752 or Dennis@rapidrivermagazine.com