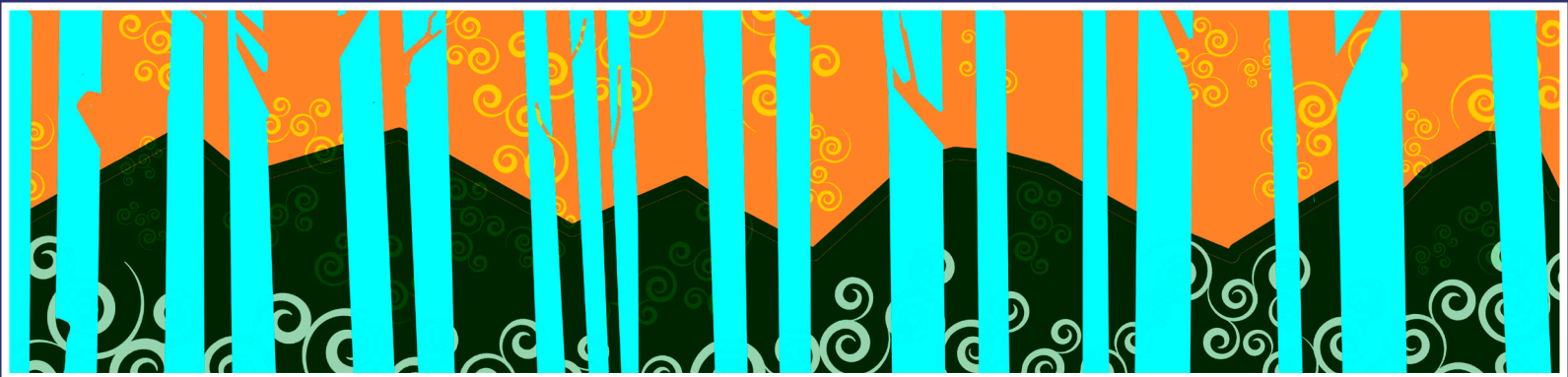
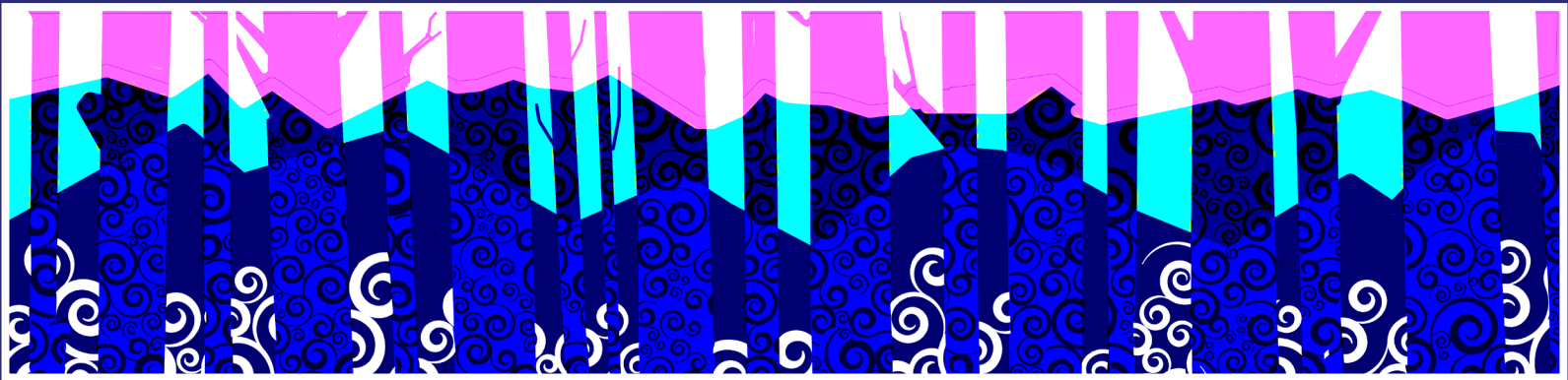


# 2025 MEDIA KIT



Serving the serious art buyer and collector since 1997



**Rapid River Magazine**  
[www.rapidrivermagazine.com](http://www.rapidrivermagazine.com)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Other \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Comments / Ad Layout Details:

### AMOUNT DUE

$$\begin{array}{r}
 \underline{\hspace{2cm}} \quad \times \quad \underline{\hspace{2cm}} \quad + \quad \underline{\hspace{2cm}} \\
 \# \text{ Of Months} \quad \text{Ad Rate} \quad \text{Design Fees} \\
 \\
 - \quad \underline{\hspace{2cm}} \quad = \quad \underline{\hspace{2cm}} \\
 \text{Minus Discount} \quad \text{Total Due}
 \end{array}$$

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 2025

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

### ABOUT RAPID RIVER MAGAZINE

For over 27 years, Rapid River Magazine has been the go-to publication for arts and culture in Western North Carolina. We connect art enthusiasts, collectors, and cultural aficionados with the region's thriving creative community. From in-depth artist profiles to event features and thought-provoking articles, Rapid River provides an unparalleled platform for showcasing the richness of local art and culture.

### TARGETED DISTRIBUTION: REACHING THE RIGHT AUDIENCE

Our distribution is intentionally curated to reach those who are passionate about art, ensuring your message resonates with serious art collectors, buyers, and cultural influencers.

Available at art galleries, studios, and art-centric venues across Western North Carolina.

Strategically placed in locations frequented by both locals and visitors interested in art.

Regularly optimized to maximize visibility and avoid casual, disinterested audiences.

This focused strategy ensures every copy of Rapid River Magazine reaches someone who values and engages with its content—and with your brand.

### AUDIENCE PROFILE

Our readers are engaged, educated, and passionate about arts and culture:

**Art Collectors and Buyers:** Discerning individuals actively investing in fine art.

**Cultural Enthusiasts:** Readers who frequent galleries, exhibitions, and cultural events.

**Affluent Locals and Visitors:** An audience with the means and motivation to support the arts.

### DISTINCTIVE EDITORIAL CONTENT

Our content is designed to captivate and inspire, creating a strong connection between readers and advertisers.

**Artist Profiles:** In-depth features highlighting local talent.

**Event Spotlights:** Comprehensive coverage of exhibitions, gallery openings, and more.

**Engaging Stories:** Articles that explore the rich cultural fabric of Western North Carolina.

Readers keep Rapid River on their coffee tables all month long, sharing articles with friends and referring back for events, ensuring extended exposure for your advertisement.

### AFFORDABLE, HIGH-IMPACT ADVERTISING

**Cost-Effective:** Reach a niche audience at just 25% of the cost of comparable magazines.

**High-Engagement:** Our carefully crafted content drives deeper reader involvement, giving your message the attention it deserves.

### OUR UNIQUE ADVANTAGE

Rapid River Magazine stands out with a strategic, modern approach to print media:

**Focused Distribution:** Quality over quantity—your ads appear where they matter most.

**Compelling Content:** Thoughtful, engaging features that encourage readership and retention.

**Trusted Legacy:** With nearly three decades in the market, we are a recognized and respected voice in the arts community.

### ADVERTISING OPPORTUNITIES

#### PRINT ADVERTISING

Showcase your brand in a visually stunning format, reaching an engaged audience in their homes, galleries, and studios.

**Premium Positions:** Front Inside Cover, Back Cover, and Centerfold options available.

**Custom Sizing:** From full-page spreads to quarter-page ads, we tailor to your needs.

#### DIGITAL ADVERTISING

Leverage our growing online presence to extend your reach:

**Sponsored Content:** Partner with us for exclusive online features.

**Web Ads:** Banner and sidebar placements on our website.

**Newsletter Inclusions:** Reach our email subscribers directly.

Join the many advertisers who trust Rapid River Magazine to connect their brands with Western North Carolina's thriving arts and culture scene. Let's craft a campaign that puts your message in front of the audience that matters most.



Rapid River Magazine's Arts & Culture is Available at More than 300 Locations in 11 Counties in WNC

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

### CIRCULATION

Since its founding in 1997, Rapid River Magazine's Arts & Culture has become a trusted and highly effective platform for art-focused advertising. With a combined audience of 20,000 monthly readers across print and digital formats, the magazine enjoys extensive reach throughout Western North Carolina.

Our publication is prominently distributed in fine art galleries, studios, and other carefully selected high-traffic locations frequented by art enthusiasts, collectors, and buyers. This strategic placement ensures maximum visibility among a discerning audience that values and appreciates fine art.

### PUBLISHING AND DISTRIBUTION DATE

We publish every month and are fully distributed by the 5th of the new month unless print dates 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

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## ADVERTISING AND ARTICLE SUBMISSION GUIDELINES

### AD SUBMISSION POLICY

To ensure timely publication and smooth operations, please adhere to the following policy regarding ad submissions:

**New Ad Deadline:** All new advertisements must be submitted by the 16th of the month prior to publication.

**Extended Deadlines:** If additional time is needed, arrangements must be made with the magazine prior to the deadline.

**Default Policy:** If a new ad is not submitted by the deadline and no arrangements for an extension have been made, the previous ad will automatically run in its place.

This policy ensures consistency in meeting publication deadlines and avoids gaps in your advertising presence. For any questions or to request an extended deadline, please contact Dennis Ray at [dennis@rapidrivermagazine.com](mailto:dennis@rapidrivermagazine.com).

### AD SUBMISSION DEADLINES

**In-House Content:** All in-house content, including advertisements, articles, press releases, and photos, must be submitted by the 12<sup>th</sup> of the month prior to the intended publication month.

**Camera-Ready Advertisements:** Submit finalized, camera-ready advertisements by the 16<sup>th</sup> of the month before publication.

**Photographing Contracts:** Contracts can be photographed with a smartphone and emailed, as long as the image is clear and legible.

### ADVERTISEMENT AND IMAGE REQUIREMENTS

#### Advertisements:

Submit all ads at 350dpi and 100% scale.

Accepted formats: RGB JPEG, PDF, or PSD. These formats ensure optimal quality.

#### Photographic Images:

For non-artwork photos, include a brief description and photo credit, if applicable.

Avoid using images downloaded from the internet to prevent issues related to copyright, embedded tracking codes, or potential viruses.

#### Artwork Photographs:

Provide the following details:

- Title

- Artist
- Medium
- Size
- Price (optional, include both framed and unframed prices if applicable)

#### WHAT TO DO

##### Capture or Scan at High Resolution:

Always create or scan images at 300 DPI or higher.

**Check Image Details:** Confirm file dimensions, DPI, and overall clarity before submitting.

**Provide Multiple Options:** Submit 3–5 high-quality images to give flexibility for layout and design.

**Include Captions and Credits:** Provide accurate titles, artist names, medium, size, and credits for all submitted images.

#### WHAT NOT TO DO

**Do Not Fake the DPI:** Changing the DPI in software (e.g., increasing from 72 DPI to 300 DPI) without properly resizing and re-exporting the image does not improve quality. This results in poor print resolution and blurry images.

**Avoid Low-Quality Sources:** Do not submit images downloaded from websites or social media unless they meet the resolution and quality requirements.

**Don't Use Over-Compressed Files:** Avoid submitting overly compressed JPEGs, which can degrade quality.

### ADDITIONAL SUBMISSION GUIDELINES

**Approval Email Addresses:** Include the email addresses of all individuals who need to approve the article or advertisement.

**Preferred Publication Months:** Specify any preferred months for article publication on the contract.

#### General Submission Policies

To ensure the highest quality and consistency, Rapid River Magazine has established the following submission policies for contributors and advertisers. These guidelines set clear expectations and streamline the publication process.

#### Content Review

All submitted materials—advertisements, articles, press releases, and images—are subject to editorial review. This review ensures that submissions meet our standards for quality, clarity, and alignment with the

magazine's style and mission. Submissions may be edited for grammar, style, or length without altering the core message.

### RIGHTS AND OWNERSHIP

By submitting content, contributors grant Rapid River Magazine the non-exclusive right to publish the material in both print and digital formats. Copyright remains with the original creator. This allows contributors to retain full ownership while enabling the magazine to use the content as part of its publication.

### REVISIONS

Contributors and advertisers will have the opportunity to review and revise submissions prior to publication if significant edits are required. We strive to maintain open communication to ensure that the final published material aligns with your expectations.

### AD DESIGN GUIDELINES

To ensure your advertisement is presented effectively and maintains the highest quality standards, please follow these guidelines when preparing your materials.

#### Best Practices

Use high-quality images to ensure a professional look in print and digital formats.

Keep messaging clear and concise to maximize impact and reader engagement.

Avoid overcrowding the design—use whitespace strategically to highlight key elements.

#### Color Specifications

All digital image files should be submitted in RGB color mode to match our printing requirements.

#### Bleed and Margins

No bleed or margins are needed for your advertisements.

#### File Requirements

Submit all files at **400 dpi and at 100%** scale to ensure clarity in print.

For large files exceeding 10 MB, please use a file transfer service such as Dropbox or WeTransfer.

#### File Transfer Notification

When sending files via a transfer service, send a confirmation email to [Dennis@rapidrivermagazine.com](mailto:Dennis@rapidrivermagazine.com) to notify us that your files have been sent successfully.

By following these guidelines, your ad

will meet the technical requirements for seamless integration into Rapid River Magazine. For questions or assistance, please contact us directly.

## ARTICLE SUBMISSION GUIDELINES

To ensure your contribution aligns with Rapid River Magazine's editorial standards, please follow these submission tips. Our goal is to help you create compelling, professional content that resonates with our readers.

### Tone and Style

Articles should be informative and engaging, appealing to art enthusiasts, collectors, and cultural audiences.

Use a conversational yet professional tone that invites readers to connect with the subject matter.

### Word Count

Articles should be between 400 and 1,000 words. Concise and well-structured content is preferred for readability and impact.

### Image Inclusion

Include high-quality images relevant to your article, such as artwork, event photos, or artist portraits.

Provide proper captions for all images, including details such as the title, artist, medium, size, and any applicable credits.

Avoid using low-resolution or internet-sourced images to prevent copyright issues and ensure print quality.

### Author Bios

Submit a brief author bio (50–100 words) with your article. Include your name, professional background, and any relevant details about your connection to the content.

### Additional Notes

Articles will be edited for clarity, grammar, and alignment with our magazine's style. Significant changes will be shared with contributors for approval before publication.

Submit articles along with any related materials by the 12<sup>th</sup> of the month prior to publication.

By following these guidelines, you'll help us maintain the high quality of Rapid River Magazine while showcasing your voice to our engaged and enthusiastic readership.

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## ARTICLES INCLUDED IN ADVERTISING AGREEMENTS

As part of the advertising agreement with

Rapid River Magazine (RRM), the following policies and guidelines apply to articles provided under this agreement. These policies are designed to maintain the magazine's editorial integrity and ensure high-quality, professional content.

## ARTICLE ELIGIBILITY REQUIREMENTS

To qualify for an article feature in the publication, advertisers must meet the following requirements based on their advertisement size and contract length:

**1/4 Page Ads or Larger:** Eligible for a one-page article feature with 1–6 insertions in the magazine.

Advertisers committing to 6–12 insertions will also qualify for a one-page feature.

**1/8 or 1/9 Page Ads:** Eligible for a one-page article feature with 6–12 insertions in the magazine.

**1/2 Page Ads or Larger:** Eligible for a two-page feature article with 1–12 insertions in the magazine.

**Pricing:** Rates for articles are determined by the length of the contract (number of months) and the size of the advertisement. Please contact Dennis Ray at [dennis@rapidrivermagazine.com](mailto:dennis@rapidrivermagazine.com) for detailed pricing information.

## ARTICLE USE AND SUBSTITUTION

Articles included in the advertising agreement cannot be substituted for display advertisements. For example, a one-page article cannot be replaced with a one-page display ad.

Articles are a collaborative effort between RRM and the client but must conform to RRM's established editorial standards and format.

## ARTICLE FORMAT AND LAYOUT

**All articles will adhere to the following guidelines:**

### One-Page Article:

Word Count: 400–550 words.

Images: 3–5 high-quality images must be provided. While not all submitted images may be used, they allow flexibility in layout design.

### Two-Page Article:

Word Count: 550–1,000 words.

Images: 4–8 high-quality images must be submitted to allow for optimal layout design.

All layouts, including text placement, fonts, and design, will follow RRM's established

style. The layout and format are determined by RRM and are not open for negotiation.

## ARTICLE TYPES

Advertisers may choose one of two article formats:

**Interview with Q&A:** Interview questions will be emailed to the client, who will provide responses in writing.

Responses will be edited by RRM for grammar, spelling, clarity, and style.

A PDF proof will be sent to the client for review prior to publication.

**Client-Written Article:** Clients may write the article themselves or have it prepared by a third party.

Submitted articles will undergo editing by RRM to ensure adherence to the magazine's style, clarity, and formatting standards.

## OWNERSHIP AND RIGHTS

All images, interviews, and written content submitted as part of this agreement become the property of RRM for the following uses:

Publication in the agreed-upon article.

Reprints in future editions (e.g., special retrospective issues).

Inclusion in RRM's digital archives and online formats.

RRM retains the right to edit, repurpose, and reuse the submitted content for future publication while preserving the original context and integrity.

## IMAGE REQUIREMENTS

Images must be high-resolution and meet professional standards (minimum 300 dpi).

Include credits and captions for all submitted images, as applicable.

Not all images submitted will necessarily be published, as final selection depends on layout and editorial considerations.

## AGREEMENT CONFIRMATION

By entering into an advertising agreement with Rapid River Magazine, the advertiser agrees to the above terms and conditions for articles. These policies ensure consistency, professionalism, and adherence to the magazine's high standards.

For further clarification or questions, contact Dennis Ray at [dennis@rapidrivermagazine.com](mailto:dennis@rapidrivermagazine.com).



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## COPYRIGHT AND PERMISSION GUIDELINES

### UNDERSTANDING U.S. COPYRIGHT LAWS

**Copyright Ownership:** Do not submit any images, logos, fonts, or text that you do not own or have explicit permission to use.

**Usage Rights:** Ensure you have written permission to use all content provided. This includes photographs, artwork, and any branded materials.

### CREDITS AND PERMISSIONS FOR PEOPLE IN IMAGES

For any individuals featured in submitted images, ensure they have provided permission for the image to be published.

Background individuals (e.g., people in a crowd) do not require explicit permission unless they are the focal point of the image.

Provide accurate photo credits and captions with all submissions.

**Example:** If you're submitting a professional photograph, ensure the photographer has granted written permission for its use and supply proper credit (e.g., Photo by John Doe, © 2024).

If submitting a logo, confirm you or your organization owns the rights to that logo. All submissions must comply with U.S. copyright laws. The following examples help clarify what is and isn't acceptable:

#### Acceptable Content:

Original photographs, illustrations, and written content you created or commissioned.

Licensed stock images where you have purchased the appropriate rights. Text or images explicitly marked as public domain or with a Creative Commons license that permits commercial use.

#### Unacceptable Content:

Images downloaded from the internet without proper licensing or permission. Logos or trademarks belonging to other organizations without express permission. Text or quotes copied from other works without attribution or fair-use justification.

### BEST PRACTICES FOR SUBMISSIONS

**Verify Ownership:** Double-check that all submitted materials are owned or licensed for use by you.

**Provide Documentation:** If requested, be

prepared to supply documentation proving you have the right to use the submitted materials.

Permission for Images with People: Obtain and document permission for all individuals prominently featured in photos.

### PAID-IN-FULL DISCOUNT POLICY

The Paid-in-Full Discount applies when advertisers commit to advertising for two or more months and pay the full balance upfront. This discount ensures advertisers receive an additional 5% off their total cost for multi-month contracts.

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## EDITORIAL CRITERIA FOR PRESS RELEASES

To ensure consistency and alignment with our publication's format, all press releases must adhere to the following editorial guidelines. These standards help streamline the editorial process and provide flexibility in how content is published.

### SUBMISSION GUIDELINES

#### Format:

Follow the standard press release format used by other publications:

Include a clear headline and subhead.

Provide date and location at the start of the body text.

Organize content into concise paragraphs.

End with a boilerplate statement about the organization, if applicable.

Include contact information for follow-up questions (name, email, phone number).

#### Word Count:

No specific word count is required, as submissions will be edited and rewritten to fit the magazine's style and space.

#### Event Details:

Ensure press releases include the who, what, when, where, and why of the event.

Provide any additional information (e.g., ticket prices, website links) in a clear format.

#### Images:

Submit high-resolution images (minimum 300 dpi) with clear captions and credits.

Image use is not guaranteed and will depend on available space.

## WHY ADVERTISE IN PRINT?

Print advertising offers a unique and lasting value that digital ads cannot replicate. Here's why print remains a powerful medium for connecting with your audience:

### TANGIBLE AND LASTING IMPACT

A print advertisement provides a physical, high-quality presence that engages readers in a way digital ads often cannot. Unlike fleeting online impressions, print ads are tangible and can be revisited repeatedly, ensuring greater retention and brand recall.

### REACHING AUDIENCES BEYOND DIGITAL

Print magazines connect with readers in environments where digital ads are often absent, such as in galleries, studios, and community spaces. This focused distribution ensures your message reaches an audience genuinely interested in the content and likely to act on it.

### READER RETENTION RATES

Rapid River Magazine's readers often keep their copies for reference throughout the month, giving your advertisement extended exposure. Whether for event calendars, artist features, or articles, readers revisit their issues, increasing the visibility and value of your ad.

Advertising in print provides a premium, trusted platform to connect with a dedicated audience that values and supports the arts.

## WHY CHOOSE RAPID RIVER MAGAZINE?

Advertising with Rapid River Magazine (RRM) offers unmatched benefits for reaching the vibrant arts community of Western North Carolina. Here's why our platform is the preferred choice for advertisers:

### LONG-STANDING REPUTATION IN THE ARTS COMMUNITY

Established in 1997: With over 27 years of publishing excellence, RRM has earned the trust and loyalty of readers and advertisers alike.

Trusted Voice: As the leading arts and culture magazine in the region, RRM is recognized for its quality content, insightful features, and deep connection to the local arts scene.

**Endorsed by Artists and Galleries:** Numerous local artists and galleries rely on RRM to share their stories and promote their work, further cementing its role as a cornerstone of the creative community.

### HIGHLY TARGETED DISTRIBUTION

**Reaching the Right Audience:** RRM is distributed in fine art galleries, studios, cultural hubs, and other high-traffic art-centric locations, ensuring it reaches serious art enthusiasts and collectors.

**Dedicated Readership:** Readers include collectors, curators, and patrons of the arts who actively seek opportunities to engage with the creative community.

**Strategic Placement:** Unlike general-interest publications, RRM avoids casual, low-value distribution, prioritizing locations where its content is appreciated and acted upon.

### COMPETITIVE RATES AND TRANSPARENT PRICING

**Fair for All:** Unlike many publications that reserve special rates for select advertisers, RRM maintains transparent pricing, ensuring every advertiser benefits from the same competitive rates.

**Incentives for Commitment:** Advertisers can take advantage of discounts for non-profits, upfront payments, and long-term commitments, making high-quality advertising more accessible.

**Cost-Effective Results:** Advertisers gain access to a dedicated audience at a fraction of the cost of broader, less targeted campaigns, maximizing ROI.

### SUPPORT EXAMPLES

**Extended Engagement:** Many readers keep their copies throughout the month to refer to event calendars, artist profiles, and features, giving advertisements lasting visibility.

**Proven Impact:** Artists and galleries regularly report increased attendance at events and higher engagement due to RRM's coverage and advertising.

**Digital and Print Synergy:** In addition to print, advertisers benefit from RRM's growing online presence, amplifying their message across multiple platforms.

Choosing Rapid River Magazine means aligning your brand with a trusted, targeted, and impactful platform that has been driving success for the arts community for decades.

### DIGITAL ARCHIVE ADDS LONG-TERM VALUE

Rapid River Magazine's 5-year digital archive offers ongoing exposure and engagement for advertisers. This extensive collection of past issues continues to attract readers,

ensuring your advertisements and features remain relevant well beyond the initial publication date.

### WHY THE DIGITAL BACKLOG MATTERS

**Evergreen Content:** Many articles feature interviews with local artists who are still active in the Western North Carolina (WNC) art scene, making the content continually appealing to readers.

**Increased Reach:** Digital archives allow new readers to discover and engage with past issues, expanding your advertisement's visibility over time.

**Long-Term Credibility:** Being featured in a publication with a searchable digital history adds credibility to your brand and aligns you with the established WNC arts community.

By advertising in Rapid River Magazine, your message benefits from not only our targeted print distribution but also ongoing engagement through our digital platform, keeping your brand connected to the thriving arts scene of WNC.

### HOW DIGITAL RECORDS SUPPORT ARTISTS AND ADVERTISERS

#### A Legal and Archival Advantage

Rapid River Magazine's 5-year digital archive not only enhances reader engagement but also serves as a legally binding record of artistic works and styles. This can be particularly valuable in cases of copyright disputes, forgery, or claims of artistic plagiarism.

**Documented Proof:** Artwork featured in the magazine's digital archives provides a timestamped, published record of the creation, helping to establish originality and authorship.

**Plagiarism and Forgery Claims:** In disputes where an artist claims their style or creation has been stolen or forged, the magazine's archived articles can be used as evidence to substantiate claims of originality.

**Legal Credibility:** As an established publication, RRM's archives carry weight in legal proceedings, offering clear, dated evidence of artistic works.

### ADDITIONAL BENEFITS FOR ADVERTISERS

By featuring your work or business in Rapid River Magazine, you gain the added value of a public, verifiable record of your contributions to the WNC art scene. Whether you are an artist, gallery owner, or event sponsor, your association with RRM's digital archive strengthens your brand's credibility and provides long-term

protection for your creative assets.

This dual role as both a marketing tool and a legal record underscores the unique value Rapid River Magazine offers to the arts community.

### CARBON FOOTPRINT

#### RECYCLABILITY OF NEWSPRINT

**High Recyclability:** Newsprint is made from wood fibers and can be recycled up to 5-7 times before the fibers become too short for reuse.

**Widespread Recycling Programs:** Most curbside recycling programs accept newsprint, making it convenient for consumers to recycle.

**Low Energy for Processing:** Recycling newsprint requires significantly less energy than producing new paper, reducing its overall carbon footprint.

**Decomposition:** If not recycled, newsprint decomposes relatively quickly in landfills compared to glossy or coated paper.

#### RECYCLABILITY OF GLOSSY/COATED PAPER

**Limited Recyclability:** Glossy paper, such as that used in magazines, is often coated with clay or other substances that complicate the recycling process.

**Energy-Intensive Recycling:** Removing the coating from glossy paper requires additional processing, increasing its environmental impact.

**Fewer Recycling Options:** Not all recycling facilities accept glossy paper due to its coating, making it less likely to be recycled.

### CONTACT DIRECTORY

For all inquiries related to Rapid River Magazine, including article submissions, advertising, and technical support, please contact: Dennis Ray  
Email: [dennis@rapidrivermagazine.com](mailto:dennis@rapidrivermagazine.com)

For assistance with editorial content, advertising specifications, or file submissions, please don't hesitate to reach out. I am committed to ensuring a seamless and professional experience for your collaboration with Rapid River Magazine.

# ADVERTISING 2025

## FULL DISCLOSURE

At Rapid River Magazine (RRM), we believe in transparency and fairness. Unlike many media organizations that keep their advertising rates private or offer special rates to select individuals, RRM provides equal pricing for all advertisers.

## DISCOUNTS

### WE OFFER THE FOLLOWING DISCOUNTS TO BENEFIT OUR ADVERTISERS

**Non-Profit Discount:** 8% off for registered non-profit organizations.

**Paid-in-Full Discount:** 5% off when the full balance is paid upfront.

**Advance Payment Discount:** An additional 5% off on 1-time rates if reserved and paid at least 30 days in advance.

### Accredited Advertising Agencies

We offer a 15% standard discount for accredited advertising agencies, a common industry practice.

## RATES AND INSERTIONS

### ONE-MONTH INSERTION RATES

1/16 Page (2.14" x 2.14"): \$61/month  
1/9 Page (3" x 3"): \$117/month  
1/8 Vertical (2.14" x 4.39"): \$122/month  
1/8 Horizontal (4.39" x 2.14"): \$122/month  
1/4 Page (4.39" x 4.39"): \$235/month  
1/2 Vertical (4.39" x 8.83"): \$422/month  
1/2 Horizontal (8.83" x 4.39"): \$422/month  
Full Page (8.83" x 8.83"): \$637/month

### 2-3 MONTH RATES (SAVE 15%)

1/16 Page (2.14" x 2.14"): \$55/month  
1/9 Page (3" x 3"): \$106/month  
1/8 Vertical (2.14" x 4.39"): \$110/month  
1/8 Horizontal (4.39" x 2.14"): \$110/month  
1/4 Page (4.39" x 4.39"): \$213/month  
1/2 Vertical (4.39" x 8.83"): \$383/month  
1/2 Horizontal (8.83" x 4.39"): \$383/month  
Full Page (8.83" x 8.83"): \$577/month

### 4-7 MONTH RATES (SAVE 30%)

1/16 Page (2.14" x 2.14"): \$49/month  
1/9 Page (3" x 3"): \$95/month  
1/8 Vertical (2.14" x 4.39"): \$99/month  
1/8 Horizontal (4.39" x 2.14"): \$99/month

1/4 Page (4.39" x 4.39"): \$191/month  
1/2 Vertical (4.39" x 8.83"): \$343/month  
1/2 Horizontal (8.83" x 4.39"): \$343/month  
Full Page (8.83" x 8.83"): \$517/month

### 8-11 MONTH RATES (SAVE 45%)

1/16 Page (2.14" x 2.14"): \$44/month  
1/9 Page (3" x 3"): \$84/month  
1/8 Vertical (2.14" x 4.39"): \$87/month  
1/8 Horizontal (4.39" x 2.14"): \$87/month  
1/4 Page (4.39" x 4.39"): \$169/month  
1/2 Vertical (4.39" x 8.83"): \$304/month  
1/2 Horizontal (8.83" x 4.39"): \$304/month  
Full Page (8.83" x 8.83"): \$458/month

### 12-MONTH RATES (SAVE 60%)

1/16 Page (2.14" x 2.14"): \$38/month  
1/9 Page (3" x 3"): \$73/month  
1/8 Vertical (2.14" x 4.39"): \$76/month  
1/8 Horizontal (4.39" x 2.14"): \$76/month  
1/4 Page (4.39" x 4.39"): \$147/month  
1/2 Vertical (4.39" x 8.83"): \$264/month  
1/2 Horizontal (8.83" x 4.39"): \$264/month  
Full Page (8.83" x 8.83"): \$398/month

RRM bills on a Net-10 basis and uses PayPal invoicing, allowing advertisers to pay via PayPal, credit cards, digital checking, or checks sent through the U.S. mail.