

Currents Advertising Rates

LOCATION	AD SIZE	DIMENSIONS	PRICE	LOCATION	AD SIZE	DIMENSIONS	PRICE
Inside Front Cover (side column only)	1/16 page	1-3/4" x 2-3/8"	\$125	Middle Pages (side column only)	1/16 page	1-3/4" x 2-3/8"	\$100
	1/8 page	1-3/4" x 5"	\$225		1/8 page	1-3/4" x 5"	\$175
	1/4 page	1-3/4" x 10"	\$325		1/4 page	1-3/4" x 10"	\$250
	1/2 page	7-1/2" x 5"	\$500				
Inside Back Cover (main column)	1/8 page vert.	1-3/4" x 5"	\$175	Middle Pages (main column)	1/8 page vert.	1-3/4" x 5"	\$175
	1/8 page horiz.	3-3/4" x 2-3/8"	\$175		1/8 page horiz.	3-3/4" x 2-3/8"	\$175
	1/4 page	3-3/4" x 5"	\$325		1/4 page	3-3/4" x 5"	\$250
	1/2 page	7-1/2" x 5"	\$500		1/2 page	7-1/2" x 5"	\$400
				Back Cover (banner only)	Banner	7-1/2" x 1"	\$250

Specifications and Digital Guidelines for Ad Submissions

NOTE: ANY SUBMITTED AD MATERIALS NOT MEETING THE FOLLOWING SPECIFICATIONS WILL BE SUBJECT TO ADDITIONAL PRODUCTION CHARGES.

- Ad material submissions may be either on CD/DVD or via email.
- Acceptable Software: QuarkXPress, Photoshop, Illustrator and InDesign. (PageMaker, Publisher and other formats are not acceptable).
- All PDF submissions MUST have all fonts and images embedded. All PDF files must have a minimum of 300 DPI resolution.
- For non-PDF files, include all fonts and all linked digital high-resolution images (EPS or TIFF files only, at 300 DPI) on disc in CMYK format. PMS colors will be matched using CMYK process colors.
- Placed Photoshop images in Quark documents should be minimum 300 DPI resolution and placed at 100% size.
- Photos, transparencies and 35mm slides are accepted for scanning into B&W and color ads but will be subject to additional charges.

- Provide laser printout for B&W ads, or digital proofs for color ads.
- For return of discs, please label clearly with your name, address, telephone and advertiser's name.
- RCA is not responsible for the color accuracy of your ad without an accurate digital proof.

Production Charges: \$75 per hour for materials needing additional work to meet print production standards (above).

Submit ad materials to: Jennifer Hassell c/o RCA, P.O. Box 302, Rowayton, CT 06853 or email files to jchassell@gmail.com.

Deadline: for Fall 2010 Currents ads is August 16, 2010.

About Rowayton and the Rowayton Civic Association

Currents, the Rowayton Civic Associations' 16 page newsletter, has been in print for over 25 years and is mailed to over 1,600 Rowayton households twice annually and offered free to 200 prospective home buyers by local realtors. The Spring/Summer edition is in-home the first week in May, and the Fall/Winter edition is in-home the first week in October. Most households retain the newsletter for 6 months and refer to it often.

Rowayton, a wonderful coastal "village," with a population of approximately 4,000 people, has a median income of \$132,255 and a median household value of \$1,795,500.

Rowayton recipients of *Currents* benefit from its coverage of the many local RCA-sponsored events and programs such as the Summer Music Festival, Youth Soccer, July 4th Fireworks, the Memorial Day Parade and the River Ramble, among others.

Currents also provides great information about the many other Rowayton organizations such as the Rowayton Gardeners, Rowayton Historical Society, Rowayton Tennis Association, Rowayton Arts Center, Little League, and the Rowayton Parents Exchange, in addition to our 3 preschools and 2 churches.

The RCA, with its 501c3 non-profit status, also supports educational and cultural community initiatives through the *RCA Discretionary Grant and Sponsorship Program*. Among others, beneficiaries include the Campaign for Farm Creek, Rowayton Arts Center, Rowayton Library children's programs, Rowayton Elementary School, Roton Middle School and Brien McMahon High School.

Advertising in *Currents* will offer your business a targeted, educated and cultured audience, while also supporting a nearly 99-year old association that is deeply committed to this rich community.

Ad Submission Form

Fax this form to: 203.286.1022 or include with disk/hard copy when mailing (see address below).

Digital files: email to jchassell@gmail.com.

All Camera-ready artwork and payment must be received by: August 16, 2010*

Company Name _____ Ad Size _____ Rate: _____

Contact Name _____ Phone _____

Address _____ City/Zip _____

Email Address: _____

***Payment is due with your order.** Design or artwork changes will be billed at \$75 per hour for ads not meeting production guidelines.

Make checks payable to: Rowayton Civic Association, P.O. Box 302, Rowayton, CT 06853 Phone: 203.854.8518 Fax: 203.286.1022

A

**Rowayton Currents
Ad Dimensions**

- A. 1/4 page - 3-3/4" x 5"
- B. 1/16 page - 1-3/4" x 2-3/8"
- C. 1/8 page vertical - 1-3/4" x 5"
- D. 1/8 page horizontal - 3-3/4" x 2-3/8"
- E. 1/2 page - 7-1/2" x 5"
- F. Banner (back cover only) - 7-1/2" x 1"

B

C

D

E

F