

# RIVER VALLEY MARKET NEWSLETTER

## Display Ad Rates

Prices of ads shown below are per newsletter issue. Co-op Member-owners receive a 15% discount.

Advertisers buying a 3- or a 4-6-issue contract receive a 5% or 10% discount per ad, respectively.

| Ad Size<br>(See the reverse side for graphic representations of ad sizes.) | Width x Height    | Regular Rate | Regular Rate 5% discount (3 ads) | Regular Rate 10% discount (4-6 ads) | Member-owner Rate | Member-owner Rate 5% discount (3 ads) | Member-owner Rate 10% discount (4-6 ads) |
|--|-------------------|--------------|----------------------------------|-------------------------------------|-------------------|---------------------------------------|--|
| Mini Business Card*  | 2.8819" x 1.6429" | \$80         | \$76                             | \$72                                | \$68              | \$65                                  | \$61                                     |
| 1-column ad 3" tall  | 2.8819" x 3"      | \$141        | \$134                            | \$127                               | \$120             | \$114                                 | \$108                                    |
| 1-column ad 4" tall  | 2.8819" x 4"      | \$176        | \$167                            | \$158                               | \$150             | \$143                                 | \$135                                    |
| 1-column ad 5" tall  | 2.8819" x 5"      | \$200        | \$190                            | \$180                               | \$170             | \$162                                 | \$153                                    |
| 2-column ad 2" tall  | 6.0139" x 2"      | \$176        | \$167                            | \$158                               | \$150             | \$143                                 | \$135                                    |
| 2-column ad 3" tall  | 6.0139" x 3"      | \$235        | \$223                            | \$212                               | \$200             | \$190                                 | \$180                                    |
| 3-column ad 2.5" tall  | 9.1458" x 2.5"    | \$285        | \$271                            | \$257                               | \$242             | \$230                                 | \$218                                    |

### Color ads

Black & white ads will be printed in black & white, color ads will be printed in color, unless otherwise specified.

### Ad placement

Ads are placed for best visual contrast on the page. Due to layout constraints, we can't guarantee specific placement, although requests will be considered.

### Ad submission

We accept camera-ready ads\* via e-mail. Ad design and redesign services are available: contact [ldsaito@rivervalleymarket.coop](mailto:ldsaito@rivervalleymarket.coop). Acceptable formats include: .jpeg, .tiff, .eps, .psd, .ai, and .indd. We cannot accept low-resolution ads or ads created in Microsoft Word or other word processing programs. If your ad size exceeds the specified size, we will charge you at the next higher sized ad rate. Ad design and redesign services are available from [ldsaito@rivervalleymarket.coop](mailto:ldsaito@rivervalleymarket.coop). E-mail all art to [ldsaito@rivervalleymarket.coop](mailto:ldsaito@rivervalleymarket.coop).

### Payment terms

Ads appearing in a particular newsletter will be billed once the newsletter is mailed. If an ad runs for 3-6 issues, the advertiser will be billed for each issue. Payment is then due within 30 days. For payments received after 30 days, late charges may apply.

### Advertising payments

Please send your payments to: River Valley Market, P.O. Box 1245, Northampton, MA 01061

**PLEASE NOTE:** River Valley Market reserves the right to reject any ad for any reason.

\*A Mini-Business Card is a scanned 3.5 x 2" horizontally oriented business card, which we reduce by 18% to fit the Mini Business Card ad size.



### How to reach us:

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(413) 584-2665

# RIVER VALLEY MARKET NEWSLETTER AD SIZES

Mini Business Card

1 column ad  
4" tall

1 column ad  
5" tall

1 column ad  
3" tall

2 column ad  
3" tall

2 column ad  
2" tall

3 column ad  
2.5" tall

