

The Riverbend Ragg-Times

Reaching **10,000** homes in the
Terwillegar/Riverbend area!

The Riverbend Ragg-Times is published seven times per year by the Riverbend Community League and distributed by Canada Post, local businesses, and online at www.riverbendonline.ca.



Established in 1977, *The Riverbend Ragg-Times* is an informative and lively newspaper that strives to highlight community programs, schools, organizations, businesses and residents of the Terwillegar/Riverbend area.

The Riverbend Ragg-Times is funded and published solely through the support

of advertisers, sponsors, and community leagues in the Terwillegar/Riverbend area.

The Riverbend Ragg-Times is published seven times per year by the Riverbend Community League and distributed to single-dwelling homes in the Terwillegar/Riverbend area by Canada Post. Copies can also be found on-site at various locations throughout the Riverbend area:

- Brookview Husky Cornerstore, Terwillegar Drive and Bulyea Road.
- Sobey's, Rabbit Hill and 23 Ave.
- The Medicine Shoppe, 121 Haddow Close.
- Happy Mart, Riverbend Road and 56 Ave.
- Mac's, Terwillegar Drive and 40 Ave.
- Safeway, Shoppers Drug Mart, the Riverbend Public Library, Terwillegar Dr. and Rabbit Hill Road.
- Snow Valley.

And available online at: www.riverbendonline.ca.

2010/2011 Editorial Calendar

SEPTEMBER ISSUE

Community Spirit, Fall Programs

Deadline: August 13

Delivery: September 1

OCTOBER ISSUE

Halloween/Thanksgiving

Deadline: September 17

Delivery: October 6

DECEMBER ISSUE

Holidays and Winter Programs

Deadline: November 5

Delivery: November 24

FEBRUARY ISSUE

Winter in Terwillegar/Riverbend

Deadline: January 14

Delivery: February 2

APRIL ISSUE

Getting Active

Deadline: March 4

Delivery: March 23

MAY ISSUE

Spring

Deadline: April 8

Delivery: April 27

SUMMER ISSUE

Summer Programs/Activities

Deadline: June 3

Delivery: June 22

Contact Us

FOR MORE INFORMATION:

780-437-7108

info@riverbendonline.ca

www.riverbendonline.ca



Advertising Rates 2010/2011

AD SIZE	AD SIZES	RATE - B&W	RATE - Colour
Full page	10.02''w x 14.75''h	\$620.00 + GST = \$651.00	\$805.00 + GST = \$845.25
Half page - HORIZONTAL	10.02''w x 7.25'' h	\$325.00 + GST = \$341.25	\$420.00 + GST = \$441.00
Half page - VERTICAL	4.88''w x 14.75''h		
Quarter page	4.88''w x 7.25''h	\$168.00 + GST = \$176.40	\$220.00 + GST = \$231.00
Large Banner ad	10.02''w x 3.5''h	\$168.00 + GST = \$176.40	\$220.00 + GST = \$231.00
Small Banner ad	10.02''w x 2.25''h	\$115.00 + GST = \$120.75	\$150.00 + GST = \$157.50
One Sixth page	4.88''w x 4.75''h	\$115.00 + GST = \$120.75	\$150.00 + GST = \$157.50
One Eighth page	4.88''w x 3.5''h	\$89.00 + GST = \$93.45	\$115.00 + GST = \$120.75
Business Card	4.88''w x 2.25''h	\$53.00 + GST = \$55.65	\$69.00 + GST = \$72.45
Small classified	25 words or less, text only	\$11.00 + GST = \$11.55	N/A

SUBMIT AD and PAYMENT BEFORE 5:00pm

(see deadlines on front page)

Please submit ads:

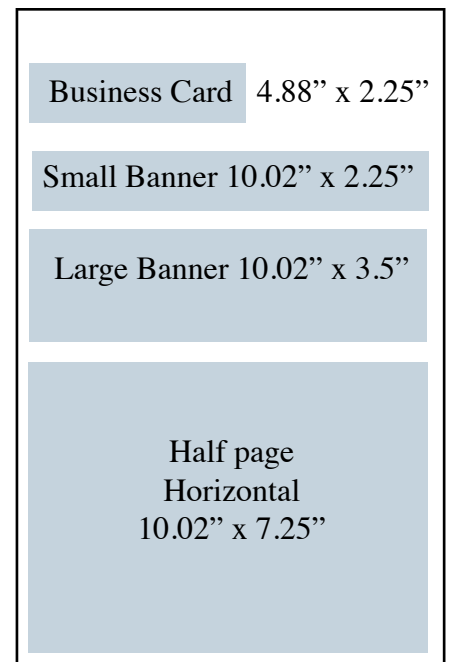
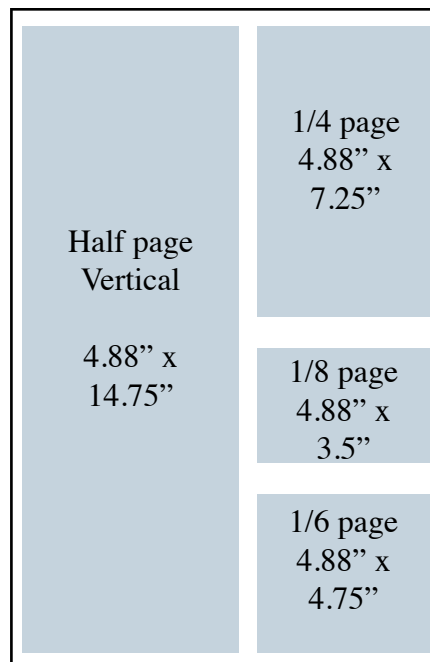
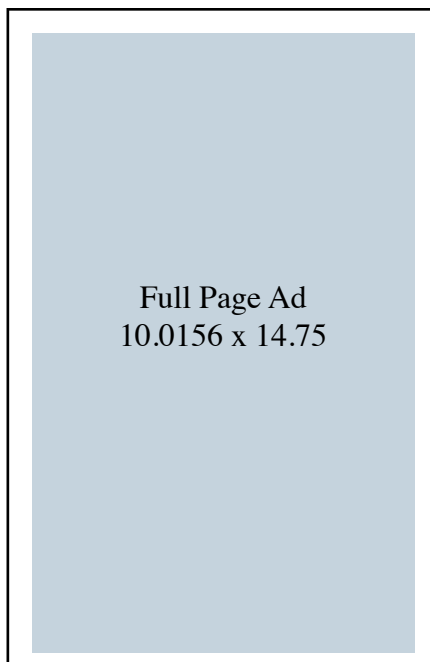
By email: info@riverbendonline.ca

By mail: Box 21038, Terwillegar RPO, Edmonton, AB, T6R 2V4

In person: Riverbend Community Centre, 258 Rhatigan Road East. Office hours: Monday, Wednesday, and Friday - 8:30 am - 12:00 pm.

Please make your cheque or money order payable to *Riverbend Community League*. No post-dated cheques. Include your name, phone number, and address. A receipt and tear sheet will be mailed to you upon publication.

Discounts are available for **frequent ad placements!**



Ad Design Rates

Ad design rates range from \$5 - \$40. Please submit all your materials (ie. as per the Print and Web Specifications listed below and on page 4) for a quote to info@riverbendonline.ca.

*Submit all your ad materials
one week
before the deadline and get a
50% discount
on your ad design rate!*

PAYMENT IN ADVANCE IS REQUIRED FOR ALL DISPLAY ADVERTISING

BOOK YOUR AD TODAY!

CALL THE RIVERBEND RAGG-TIMES at

780-437-7108

info@riverbendonline.ca

MECHANICAL SPECIFICATIONS for PRINT

The Riverbend Ragg-Times is printed in black ink with spot colours or process colour options (i.e., Pantone colours).

- **Digital files:** If possible, please submit ads SIZE AS in grayscale or CMYK (no RGB). For optimum print quality and smaller file size, ads with over 25 words should be saved as PDF files with embedded fonts. If original logo or graphics are available as vector art (such as Illustrator or EPS files), please provide these files, along with fonts used, to achieve best print quality. With regard to artwork, scan photos to 300dpi and line art to 600 dpi for output at 1200 dpi. Specific spot colours (Pantone colours) can be requested, and the printer will work to match your request as closely as possible. Ads need to be submitted in black with ONE spot colour only. Process colour (four colour) ads may also be requested. Additional process colour cost are listed above. Spot colour cost is \$90 per colour. PLEASE NOTE: Reverse print (light coloured font on dark background) will not show up clear if the font is not 11pts or greater and a block type font.
- **Hard Copy:** If you wish to submit a hard-copy ad, please submit on a good quality white paper printed at the highest quality print setting your printer will permit - preferably laser printed. Avoid folding or creasing your ad. (Note: Ad design will be subject to a fee).
- **WORD files:** Ads designed in WORD are difficult to place directly into the production file. They will be used for design reference only, and the Editor will recreate them for a fee. If you envision a photo, logo, or illustration as part of your ad, please submit the artwork as separate files. If you would like some artwork, but don't have any, the Editor can choose from a selection of Clip Art upon your request.

MECHANICAL SPECIFICATIONS for WEB

An advertisement in the “Web” version of *The Riverbend Ragg-Times* is somewhat more than an ad in the printed version. The web version can contain live, “clickable” Internet links for web pages or email addresses, derived from the text of the ad. This can be done only if the ad contains live text or if the links are added later into the PDF document through a time-consuming, manual method.

“Live text” in an advertisement offers three definite advantages to the advertiser:

1. Improved scalability/readability in the web version (ultimately the sharpest printed output in the print version);
2. “Searchability”: with PDF one can search for an ad with “playschool” or “spa”, IF the ad has live text;
3. Web links: email addresses and web site URLs automatically become PDF clickable links for increased traffic to their site (they WILL NOT get that with text that is bitmapped);

One more advantage, to those who host and download *The Ragg-Times*, is a more compact PDF file size, making it quicker to download for each user that you want to reach.

What is “Live Text” in an Advertisement?

A typical advertisement consists of one or more graphic images (a photo or drawing) and text to convey the message and information in the ad. Traditional ads would usually include both a business address and phone number. With the Internet, it is essential to include one’s website address, and often an email address, as well. In an online web-version of an ad (in the PDF), one would want this information to exist as live links that will take the reader directly to the advertiser’s desired destination.

If the entire ad (image and text) is prepared in a photo/paint type of program like Photoshop, then the text becomes part of the image layer. Using live text in an ad is like adding another distinct layer to the ad with the textual information and web links. All text in an ad should really reside in this text layer.

How is a “Live Text” Ad prepared?

Rather than using a paint or photo application (like Photoshop) to prepare all the elements of an ad and save it as a rasterized bitmap (like a GIF or JPEG file), a program that can export the text to a PDF, maintaining the text and font information is essential. Applications like Adobe Illustrator, InDesign, and Corel Draw do a very good job of this. It is even possible to assemble an image layer and a text layer in Microsoft Word and export as PDF. The image should be in the bottom layer, and the text (which could comprise multiple blocks of text) in the upper layers, floating above the image.

This ad should be saved/exported as a PDF file to be submitted to *The Ragg-Times*. (It may be very helpful to send the file in its original format, if possible.)

All ads created by the editor of *The Riverbend Ragg-Times* are designed in Adobe Indesign or Illustrator. If you need “live text” in your ad, we charge a very nominal fee for this service. If you have any questions please contact our office for more information at 780-437-7108 or by email at info@riverbendonline.ca.

**Thank you for your support of the
The Riverbend Ragg-Times!**