



Connecting people to the river

# eddy

MAGAZINE

# GO FISH!

Fishin' the Mississippi' Pg. 8

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*eddy Magazine* is a quarterly, full color, glossy magazine direct mailed and stack delivered to over 5,700 homes and businesses in the Quad Cities who have a passion for the environment and the outdoors. *eddy Magazine* is published by River Action, Inc., an organization dedicated to connecting people to the river.

Non Profit Org  
 USPS Postage  
 PAID  
 Davenport, IA  
 Permit No. 3037

## distribution



*Eddy Magazine* is mailed to over 5,500 homes and businesses in our area who have expressed an interest in the environment or outdoor recreation through River Action, Inc. Plus stacked copies.

## geography



*Eddy Magazine* reaches people who live within a 70 mile radius of the Quad Cities. From Dubuque to Muscatine, north and south and from Iowa City to Dixon east and west.

## timing



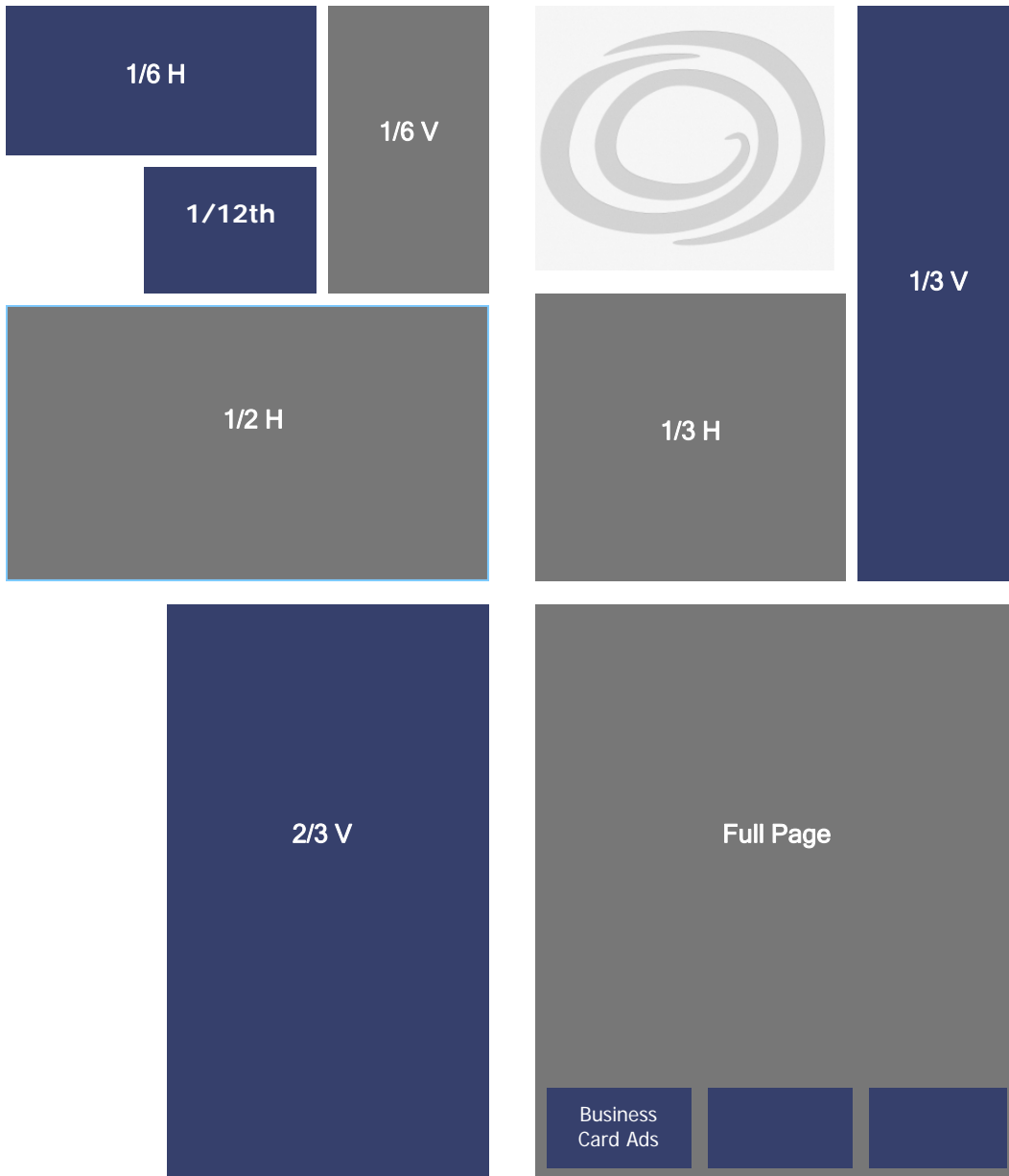
*Eddy Magazine* is a quarterly publication that is timed to coincide with community events and outdoor activities in and around our region. Timing nicely coincides with many business calendars as well.

## deadlines



*Eddy Magazine* advertising deadlines are as follows:  
 February 2012 Issue Dec. 12th  
 May 2012 Issue March 12th  
 August 2012 Issue June 14th  
 November 2012 Issue Sept. 12th

Contact: Heather Wakeen 563-529-9502 or  
 Beth Clark 309-269-3455 (BethC@milepostventures.com)



**GENERAL INFORMATION:**

*eddy Magazine* is printed in 4-color process, 133 line screen. Overall printing maximum density of all colors cannot exceed 280%. For detailed color match, color proof must be provided. BLEED SPECIFICATIONS: Full page trim: 8.375" X 10.875" . Allow 3/16" bleed. Live material should be kept in 5/16" from trim of magazine.

SEND FILES: All files must be emailed to bethcolbyclark@gmail.com. If you should experience any problems with this process, please contact Beth Clark at cell phone 309-269-3455. CDs can also be mailed to: eddy Magazine c/o Clark Publishing, LLC, P.O. Box 1010 Bettendorf, IA 52722 or can be delivered to River Action, Inc. , 822 E. River Drive, Davenport, IA 52803.

ACCEPTABLE FILE FORMATS: High resolution PDFs (300 to 600 dpi) zipped if necessary. IMAGES / SCANS: Need to be scanned or created at minimum 300 dpi and saved as TIF, JPEG or EPS. No Pantone / PMS or RGB colors. All images provided on disk must be in CMYK format. Black and white scans should be saved as grayscale.

FONTS: All printer and screen fonts must be included with the CD or stuffed with the files uploaded to the ftp site. Use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

LOGOS AND ARTWORK: Do not nest EPS files in other EPS files. All fonts used in art files must be converted to outlines.

FOR FTP SITE: Please email: bethcolbyclark@gmail to receive ftp site information if needed. Please email a copy of the ad if posted on the ftp site with name of file.

**ADVERTISING SIZES AND RATES**

AD SIZE:	DIMENSIONS	1 ISSUE	4 ISSUES
Back Cover	7.875" X 10.125"	\$1,950	\$1,755
Inside Front	7.875" X 10.125"	\$1,950	\$1,755
Page 3	7.875" X 10.125"	\$1,950	\$1,755
Inside Back	7.875" X 10.125"	\$1,755	\$1,560
Full Page	7.875" X 10.125"	\$1,500	\$1,350
2/3 Page	5.187" X 10.125"	\$1,100	\$ 990
Half Page	7.875" X 5.187"	\$ 950	\$ 855
Third Page	5.187: X 5.0" (H)	\$ 700	\$ 630
Third Page	2.5" X 10.125" (V)	\$ 700	\$ 630
Sixth Page*	5.187" X 2.375" (H)	\$ 385	\$ 350
Sixth Page*	2.5" X 5" (V)	\$ 385	\$ 350
Twelfth Page	2.5" X 2.375"	\$ 230	\$ 200
Business Card	3.5" x 2" (grouped)	\$ 150	\$ 125

*Note: Business Card ads are scanned versions of your business card—no design—and are grouped on a page. All ads include full color.*

**All space must be reserved via ad order or email space reservation by deadlines indicated for each issue.**

**Camera ready ads due six working days later. \$75 per hour charge for design work.**

**Ads invoiced upon space reservation received and paid within 30 days.**

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**Those who love the outdoors index high (150+) for these lifestyle interests\*:**

Attending Cultural Events  
Travel  
Automotive Work  
Current Affairs / Politics  
Self Improvement  
Extreme Sports  
Water Activities / Boating  
Recreational Vehicles  
Photography  
Tennis

Fine Arts / Antiques  
Gourmet Cooking  
Collecting  
Home Workshop  
Investments  
Healthy Living  
Fishing  
Camping  
Golf  
Use wireless internet

Flower Gardening  
Wines  
Crafts  
Nation's Heritage  
Bicycling  
Snow Skiing  
Hunting  
Home Electronics  
Running / Jogging  
Own "smart phone"

\* SRDS Lifestyle Market Analyst

**DEMOGRAPHICS:**

Age: 35—64 Primary; 25—34 Secondary. HH Income: \$50,000—\$100,000+.  
Married—Two Incomes; Married and Single Male (a bit higher than female)

**Eddy Magazine Distribution**

*Eddy Magazine* is direct mailed to 5,800 area households and businesses and stacked in key locations that target your advertising message to people who care about the environment and outdoor recreation.

**5,800 DIRECT MAILED TO:**

- Members of River Action, Inc.
- Those who have purchased rain barrels
- Those who have attended the Upper Mississippi River Conference
- Those who have attended a workshop
- Those who have gone on the golf-cart tour (seniors)
- Those who have donated to River Action
- Those who participated in *Floatzilla*
- Those who participated in *Taming of the Slough*
- Those who attended *Fish & Fire*
- Volunteers for any of the above.

**Stacks** at locations such as Scott County Waste Commission; Rock Island Waste Management Services, QC CVB welcome centers, environmental related businesses, outdoor recreation retailers.

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