



eddy

MAGAZINE

Connecting people to the river



GO FISH!

Fishin' the Mississippi' Pg. 8

INSIDE THIS ISSUE:

- :: Geo-Caching
- :: Slow the Flow!
- :: Vroom! Vroom! Boats!
- :: 19th Century Steamboat Cruises
- :: Go Green Guide – Green Gardening



eddy Magazine is a quarterly, full color, glossy magazine direct mailed and stack delivered to over 6,200 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
 Dubuque, 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



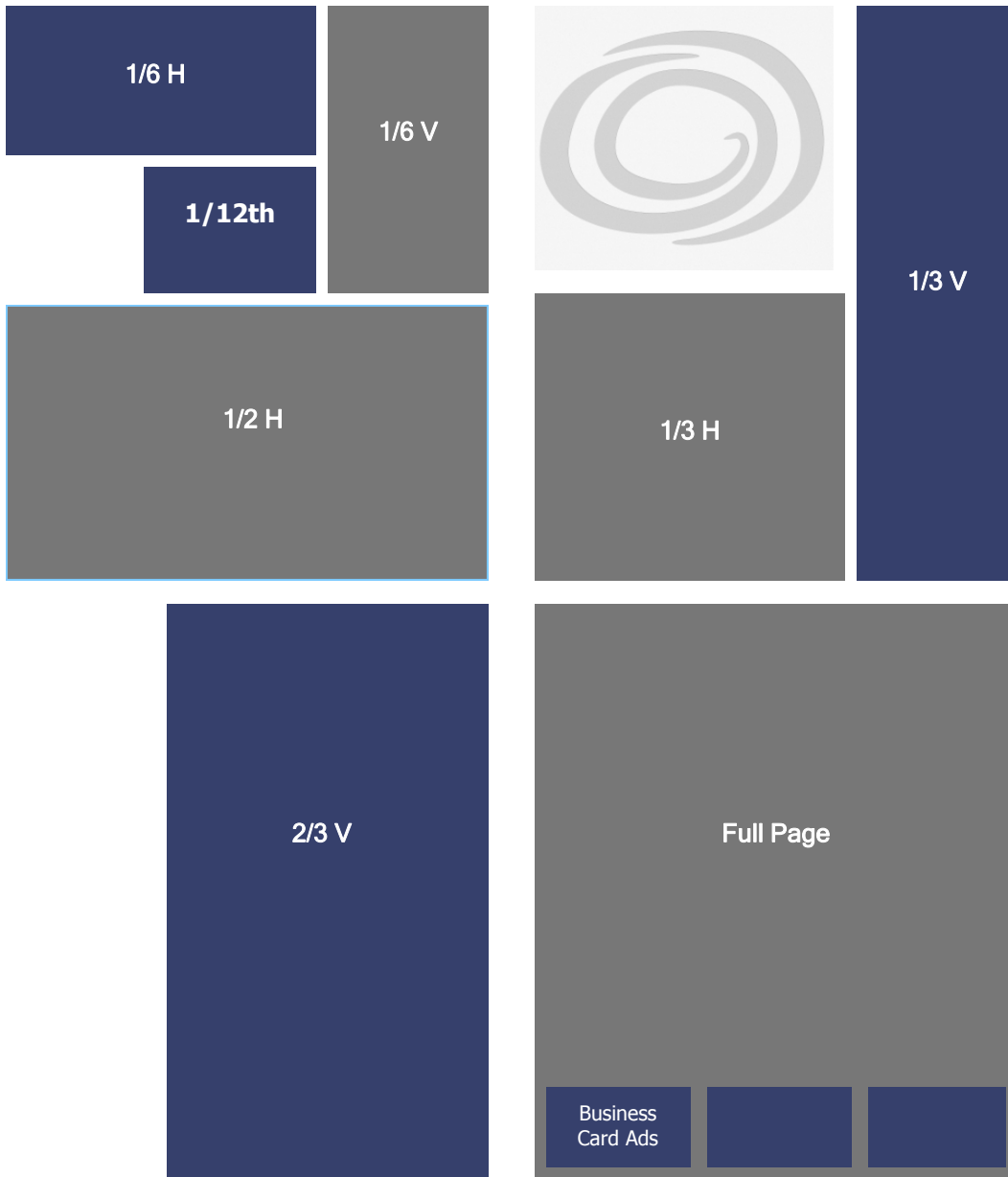
Eddy Magazine is a quarterly publication that is timed to coincide with community events and outdoor activities in and around our region. Timing nicely coincides with many business calendars as well.

deadlines



Eddy Magazine advertising deadlines are as follows:
 February 2013 Issue Dec. 13th
 May 2013 Issue March 13th
 August 2013 Issue June 15th
 November 2013 Issue Sept. 13th

Contact: 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 6,200 area households and businesses and stacked in key locations that target your advertising message to people who care about the environment and outdoor recreation.

6,200 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.

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