**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.

**Eddy Magazine** is mailed to over 7,100 homes and businesses in our area who have expressed an interest in the environment or outdoor recreation through River Action, Inc. Plus stacked copies.

**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.

**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.

**Eddy Magazine** advertising deadlines are as follows:
- **February 2016 Issue**
  - Dec. 13th
- **May 2016 Issue**
  - March 13th
- **August 2016 Issue**
  - June 15th
- **November 2016 Issue**
  - Sept. 13th

**Contact:** River Action 563-322-2969 (riveraction@riveraction.org)
**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.

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**ADVERTISING SIZES AND RATES**

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

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

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

- Attending Cultural Events
- Fine Arts / Antiques
- Flower Gardening
- Travel
- Gourmet Cooking
- Wines
- Automotive Work
- Collecting
- Crafts
- Current Affairs / Politics
- Home Workshop
- Nation’s Heritage
- Self Improvement
- Investments
- Bicycling
- Extreme Sports
- Healthy Living
- Snow Skiing
- Water Activities / Boating
- Fishing
- Hunting
- Recreational Vehicles
- Camping
- Home Electronics
- Photography
- Golf
- Running / Jogging
- Tennis
- Use wireless internet
- 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 7,100 area households and businesses and stacked in key locations that target your advertising message to people who care about the environment and outdoor recreation.

7,100 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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