



Filled with stories and photos depicting true-to-life experiences, RVL Magazine provides area businesses with a unique opportunity to reach affluent customers.

RVL will be home-delivered in the Sunday Courier, reaching a paid subscriber base of 8,900 households with over 25,000 readers, this vibrant, full-color magazine captures the flavor of living in the Arkansas River Valley. From home tours and stories of prominent individuals, to capturing charity events and other social gatherings, the strong readership of RVL Magazine makes it the perfect investment for advertisers seeking to effectively reach the people that shop our local stores and purchase local services.



1 High local readership. Filled with features and photos of area residents, each edition of RVL Magazine will be eagerly anticipated. Delivery to The Courier's paid Sunday subscriber base is coupled with an additional 1,400 copies distributed free throughout the Arkansas River Valley including banks, medical offices, The Visitor's Center and Clarksville, Russellville and Yell County Chambers of Commerce.

2 Target audience. Your advertising message will be delivered to newspaper readers who typically have more disposable income and have the ability to purchase your items and services.

3 Valuable exposure. Local content and a high-quality magazine format result in a product with staying power. You'll find RVL Magazine on coffee tables and in offices all year long.



Spring Edition

2014 Publication Dates

Spring

- Publishes: March 23
- Deadline: February 25

Summer

- Publishes: June 29
- Deadline: June 3

Fall

- Publishes September 7
- Deadline: August 5

Holiday

- Publishes November 23
- Deadline: October 28

For More Information Please contact your sales representative at 479-968-5252.

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2014 Rate Card



Page 3
1 X ... \$840
(Kop 6)

Inside Front
1 X ... \$860
(Kop 7)

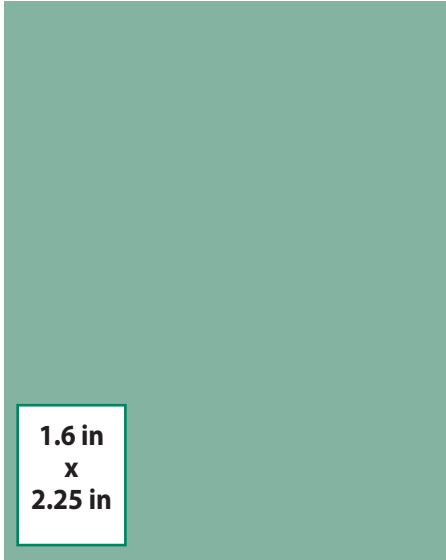
Inside Back
1 X ... \$840
(Kop 8)

Back Cover
1 X ... \$900
(Kop 10)

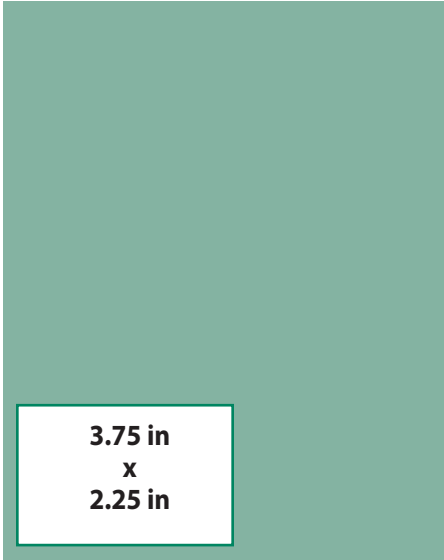
Product Page ...
5 Inch \$14.00/Inch
With Ad ... \$48

Centerspread \$1,500
(Kopc)

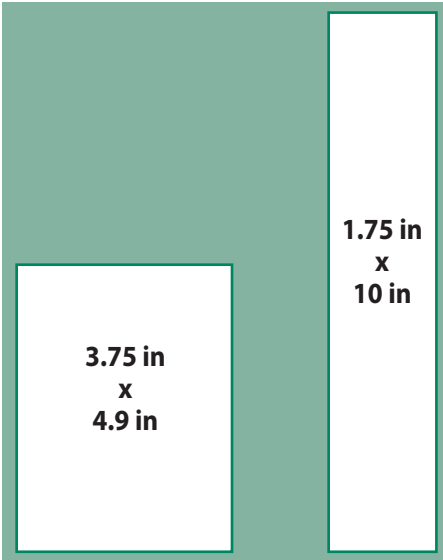
Prices include full color and graphic design



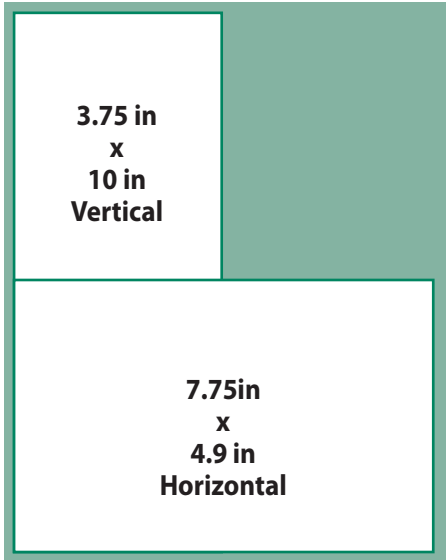
1/16 Page
1 X ... \$90
(Kop 1)



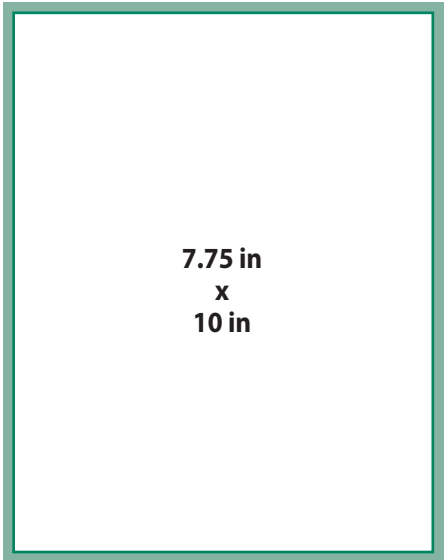
1/8 Page
1 X ... \$149 (2x2.5)
(Kop 2)



1/4 Page or 1/4 Vertical
1 X ... \$275 (2.4.9 or 1x10)
(Kop 3)



1/2 Page (Vertical or Horizontal)
1 X ... \$399.20 (2x10) or 4x4.9
(Kop 4)



Full Page
1 X ... \$725 (4x10)
(Kop 5)