2021 AD RATES

When you advertise with Real Change, you're supporting journalism, jobs and justice.

- Low-barrier work opportunity for people experiencing homelessness & poverty
- Bold anti-poverty advocacy
- Award-winning journalism

Print & Online Ads to reach readers across our region.

- Expansive regional newspaper circulation
- 20,000 average monthly unique site users
- Your ad alongside award-winning, local journalism

Individualized plans & support at adsales@RealChangeNews.org

Expand visibility. Build social change.
**Print Paper**

The print paper is published each Wednesday. Ad artwork should be 300 dpi and is due the Friday before publication. Ad prices listed are for black & white print. For color, an additional 20% charge is added. Please note, space is limited, please contact us to reserve space today.

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
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<tr>
<td>10.25”w x 7.125”h</td>
<td>5”w x 14.16”h</td>
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<tr>
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<td>1x $682</td>
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<td>1x $407</td>
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<td>4x $284</td>
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<td>13x $235</td>
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<td>1x $274</td>
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<td>4x $191</td>
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<td>13x $160</td>
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<td>26x $136</td>
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<td>52x $130</td>
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<td>1x $125</td>
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<td>26x $63</td>
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<td></td>
<td>52x $56</td>
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</table>

Full page and multi-page inserts

Go BIG: Single and multi-page inserts are available. Please contact us for pricing options.

**Digital Ads**

Online ads appear on realchangenews.org. Choose from the "all-site ad" which appears on the side bar of all pages of the website, or the "featured banner ad," which appears on the main news page only. Space is limited, please reserve in advance.

### All-site ad

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1 week - $200</td>
<td>$200</td>
</tr>
<tr>
<td>2 weeks - $160 each</td>
<td>$320</td>
</tr>
<tr>
<td>4 weeks - $128 each</td>
<td>$512</td>
</tr>
</tbody>
</table>

### Featured banner ad

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1 week - $150</td>
<td>$150</td>
</tr>
<tr>
<td>2 weeks - $120 each</td>
<td>$240</td>
</tr>
<tr>
<td>4 weeks - $96 each</td>
<td>$384</td>
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</table>

**Email Newsletter Ads**

Reaches 5,000 subscribers. Limited space available. Newsletters go out monthly the first week of each month. Space is limited, reserve in advance.

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 newsletter - $200</td>
<td>$200</td>
</tr>
<tr>
<td>4 newsletters - $160 each</td>
<td>$640</td>
</tr>
<tr>
<td>6 newsletters - $128 each</td>
<td>$768</td>
</tr>
<tr>
<td>12 newsletters - $102 each</td>
<td>$1,224</td>
</tr>
</tbody>
</table>

**Bundle discount:** Buy any one print or digital ad, and get 10% off a second ad of the other type.

**Discounted Rates:** Nonprofits and BIPOC owned businesses receive 15% discount.
Anti-poverty bills moving through the Washington legislature
by Henry Behrens and Nancy Pickett | March 31st, 2021
Keep reading

The cheese you ordered may take longer to arrive than you expected
by Dr. Wes Browning | March 31st, 2021
Keep reading

Mah Nishtanah? What Has Changed?
by Rabbi Olivier BenHaim | March 31st, 2021
Keep reading

Mah Nishtanah? What has changed? Is one of the questions the Passover Haggadah (story/prayerbook) asked us to consider, once again, this past weekend. A year into a pandemic, where does our list stand? Yet, a year into a pandemic, we may be too fatigued to summon the will to answer. With the vaccine rollout in full speed, we may be more inclined to turn toward the light at the end of the tunnel. But are we ready to exit?

Read more in the Mar. 31 - Apr. 6, 2021 issue.

The cheese you ordered may take longer to arrive than you expected
by Dr. Wes Browning | March 31st, 2021

Last week, high winds in the vicinity of the Suez Canal caused a huge ship (“as long as the Empire State Building is tall”) to turn sideways in the canal and jam it, blocking all other shipping traffic.

Thus reminding me at once how old I am. I was seven years old in 1956 when Egypt’s Prime Minister Gamal Abdel Nasser surprised the world by nationalizing the Suez Canal. It was very hard to figure out what was going on from just watching the nightly news. It was a bit like walking into the movie “The Return of the King” an hour and a half in having not read any of the books.
• **Start a Food Drive:** Organize a food drive! We'll provide a list of items to collect, and you can do so virtually (via email, social media), in-person, or both!

• **Shop Online:** Visit our Target Wish List for Food to donate without leaving the computer!

• **Shop:** During your next trip to the store, use our "Grocery List" to shop for vendors, and schedule a drop-off at our office.

• **Cook:** Make individual meals for vendors, and schedule a drop-off at our office.

• **Donate New or Gently Used Art Supplies:** Shop our Target Wish List for Art Supplies to ensure that vendors interested in sharing their poetry, artwork, collages, and more with Real Change readers, are able to do so!

• **Create Vendor Art Kits** - We’ll provide instructions for how to create and donate individual "Vendor Art Kits."

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**GiveBIG**

It's that time of year again! Mark your calendars. **GiveBIG early giving begins April 20th,** leading up to the two-day giving event on **May 4th and 5th.**

**This year, gifts will be DOUBLED by a generous matching fund!**

Please email development@reallchangenews.org to sign up for your own peer to peer giving page - a great way to engage your community in a cause you're passionate about, and make a big impact at Real Change.

Help us reach our goal of $100,000 to power our programs.

Thank you for keeping Real Change resilient.