

2023



advertising rates

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

- 6,500 to 7,000 weekly print circulation readers
- 20,000 average monthly unique site users
- More than 50,000 monthly reach on social media
- 5,000 dedicated email newsletter subscribers
- Your ad alongside trusted, award-winning local journalism

Find out more by reaching out to us at
development@realchangenews.org

PRINT ADS

Real Change is published each Wednesday. Ad files are due the Friday before publication.

Get a [discount for reserving space multiple weeks](#):

- Four weeks: **30% off each ad**
- 10 weeks: **40% off each ad**
- One year: **50% off each ad**

[Reserve your space at least one week before publication](#); color ads must be reserved two weeks before publication. Give exact measurements when reserving.

Space is limited; we cannot guarantee placement requests or color accuracy.

DESIGN SUGGESTIONS

Newsprint is a porous, thin paper that bleeds easily and doesn't handle certain colors well. In order to get the best quality image possible, we recommend the following easy tricks:

- Choose your colors by looking at the CMYK values and only mixing two or three colors at a time, avoiding the K (black) value if at all possible.
- Leave all K (black) values, including text, on their own layer in the source file before exporting as a PDF or PNG. Supplying the source file is also acceptable.
- Use 100% black for all black values, instead of rich black (100% CMYK).
- All text smaller than 14 point should be in black; color text smaller than that will read blurry.
- Use gradients or patterns instead of wide swathes of color.

Upon submitting original ad artwork, advertiser agrees to in-house print-necessary artwork editing, which may include typesetting, color adjustments and design changes. Updated artwork will be shared with advertiser before print upon advertiser's request.

If specific fonts, images or other artwork elements must be retained, be sure to package them with your file when submitting, so in-house edits can be made using those elements.

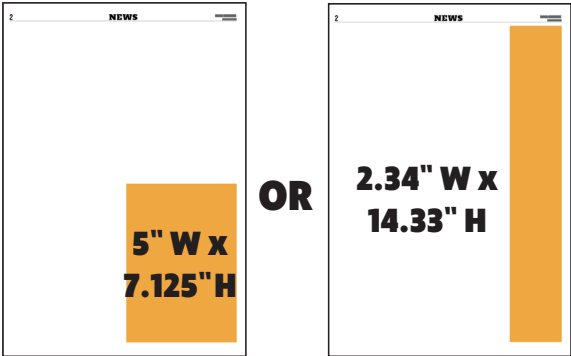
FILE REQUIREMENTS

- PDF or PNG format or source files
- 300 DPI
- Sized according to specifications on right
- Fonts embedded or converted to outlines
- CMYK or grayscale

SIZE OPTIONS

QUARTER-PAGE

Black and white: **\$407**
Color: **\$488**



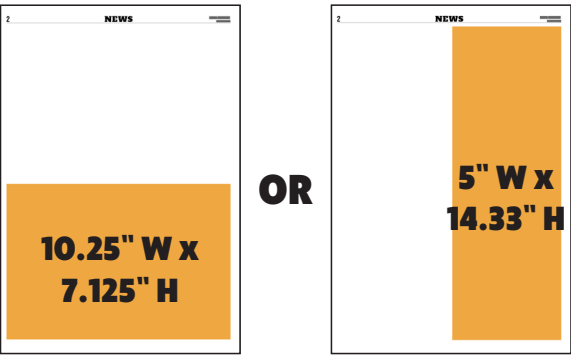
THIRD-PAGE

Black and white: **\$544**
Color: **\$653**



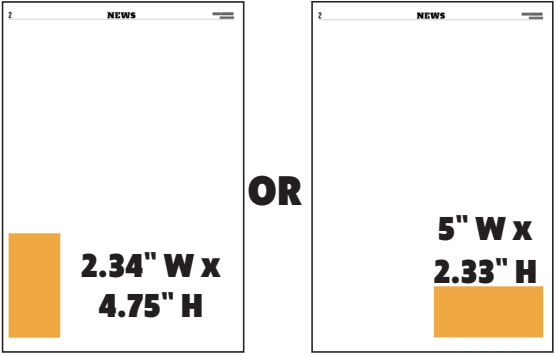
HALF-PAGE

Black and white: **\$682**
Color: **\$818**



TWELFTH-PAGE *(business card size)*

Black and white: **\$125**
Color: **\$150**



ONLINE ADS

WEBSITE ADS

Website ads appear on realchangenews.org and can be either featured ads on the main news page or sidebar ads on all pages.

FEATURED AD

One week: **\$150 each**

Two weeks: **\$120 each**

Four weeks: **\$96 each**

SIDEBAR AD

One week: **\$200 each**

Two weeks: **\$160 each**

Four weeks: **\$128 each**

The screenshot shows a website layout with a featured ad at the top and a sidebar ad on the right. The featured ad has an orange header with the text 'FEATURED AD 4:1, at least 850 px wide'. Below the header is a news article with a photo of a man and a house. The sidebar ad is a blue vertical rectangle with the text 'SIDEBAR AD 1:2, at least 800 px wide'. The website header includes the text 'JOB OF MONTH LISTS' and the 'REAL CHANGE' logo.

EMAIL ADS

Real Change sends out monthly newsletters to over 5,000 subscribers. Limited ads are included in the newsletters, so reserve in advance.

One month: **\$200 each**

Four months: **\$160 each**

Six months: **\$128 each**

12 months: **\$102 each**

The screenshot shows an email ad with a white background and a dotted border. It starts with the text 'Warmly, Samira Khadar, Development Manager @REALCHANGENEWS'. Below this are social media icons for Facebook, Twitter, and Instagram. A large orange box contains the text 'EMAIL AD 3:1, at least 900 px wide'. Below the orange box is the text 'Your generous support makes Real Change possible. Thank you for powering our programs.' and another set of social media icons for Facebook, Twitter, and Instagram.



SPECS

- JPEG or PNG format
- Under 128 MB
- Sized to specifications