

# the RAMP SLANT

The RAMP SLANT is an 10.5" x 18", 16-page, bi-monthly publication that is produced by RAMP, a Center for Independent Living that serves Boone, Winnebago, Stephenson and DeKalb Counties. RAMP's mission is to promote an accessible society that allows and expects full participation by people with disabilities. The RAMP SLANT helps accomplish this goal by providing useful information about services, community resources, success stories and events in which to participate. We work hard to make the RAMP SLANT an attractive periodical that provides local and national disability related information that empowers people with disabilities, their friends, families and communities to realize there are no limits to what they can do.

The RAMP SLANT is mailed direct to over 7,700 people and businesses in Northern Illinois and Southern Wisconsin and delivered to over 150 distribution sites, making the total circulation about 10,250, not including the many people who read the SLANT online on RAMP's website. RAMP SLANTs are free to anyone who requests a subscription or who grabs a copy at one of the many distribution sites in the area. The SLANT is made possible through funds collected from advertisers.

To see for yourself the quality of the publication, in both design and content, visit RAMP's website, [www.rampcil.org](http://www.rampcil.org) and view past RAMP SLANT issues. You can also call me at 815/968.7467 to request a hard copy of the publication.

I hope that you will consider advertising your business in the RAMP SLANT. By doing so, you have the opportunity to reach a very specific target market while at the same time, helping a charitable organization provide valuable disability news and information to over 10,000 people with disabilities, their families, friends and communities.

For more information about the RAMP SLANT please contact:

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 www.rampcil.org

Circulation Area			
<b>Stephenson County</b>	<b>Winnebago County</b>	<b>Boone County</b>	
Direct mail = 1,340 Distribution sites = 31	Direct mail = 3,476 Distribution sites = 68	Direct mail = 1,286 Distribution sites = 15	
<div style="border: 1px dashed black; padding: 5px; display: inline-block;"> <b>OTHER</b>            Direct mail = 445            Distribution sites = 7         </div>			<b>DeKalb County</b>
Additional copies are used for presentations, fairs, office visits, etc. Direct mail indicates number of issues directly mailed to homes and businesses. Distribution sites indicates number of sites to which we drop off pre-determined quantities of SLANTs. Drop off quantities range between 5 - 150 copies. Last update 11-08.			Direct mail = 1,170 Distribution sites = 30

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## Ad Submission Guidelines

Ad copy must be submitted in one of the following formats: TIFF or JPEG file of at least 250 dots per inch (dpi), QuarkXpress 6.5 or lower, Adobe Illustrator CS or lower and/or hard copy. Hard copy is only recommended in addition to an electronic format. Ads can be submitted on disk or emailed to [jfoss@rampcil.org](mailto:jfoss@rampcil.org) in PC (rather than Mac) platform. Please include any applicable fonts and pictures used if designing in QuarkXpress, and convert all text to outlines if using Illustrator. **NEW!!!** Ads are now available in full color (CMYK mode) **at no extra charge!** Ad design is \$25/hour with a minimum of 1 hour. Please direct all technical questions to Jodey Foss at (815)968.7467, ext121.

**Deadlines:** Jan./Feb. issue 2009 - due first of the month December  
March/April issue 2009 - due first of the month February  
May/June issue 2009 - due first of the month April  
July/August issue 2009 - due first of the month June  
Sept./Oct. issue 2009 - due first of the month August  
Nov./Dec. issue 2009 - due first of the month October

### Ad Sizes

Ad Size	Horizontal		Vertical	
1/16	W = 4.542"	H = 2.078"	W = 2.187"	H = 4.156"
1/8	W = 4.542"	H = 4.156"	W = 2.187"	H = 8.312"
1/4	W = 9.25"	H = 4.156"	W = 4.542"	H = 8.312"
1/2	W = 9.25"	H = 8.312"	W = 4.542"	H = 16.625"
Full	_____		W = 9.25"	H = 16.625"

### Advertising Rates

Ad Size	1 issue	2 issues 10% off	4 issues 1/2 issue free	6 issues 1 issue free
1/16	\$60	\$108	\$210	\$300
1/8	\$108	\$194	\$378	\$540
1/4	\$194	\$350	\$679	\$970
1/2	\$350	\$630	\$1225	\$1750
1/2 Back Cover*	\$400	\$720	\$1400	\$2000
Full	\$630	\$1134	\$2205	\$3150
Full Back Cover*	\$730	\$1314	\$2555	\$3650

\* = Subject to availability. All rates based on camera-ready artwork.