

# BEACON COMMUNICATIONS



[RHODYBEAT.COM](http://RHODYBEAT.COM)

**PUBLISHERS OF:**

Warwick Beacon  
Cranston Herald  
Johnston Sun Rise  
The Reminder  
RhodyPrints

**SALES MANAGEMENT FOR:**

The Rhode Island Newspaper Group

**ADVERTISING RATES**

**MARCH 2020**

1944 WARWICK AVENUE, WARWICK, RI 02889 | 401-732-3100

# BEACON COMMUNICATIONS

Beacon Communications is a publishing and sales management company. Its principal newspaper is the twice-weekly *Warwick Beacon*, serving Rhode Island's second largest city. In addition to the *Beacon*, the company owns and publishes two weekly newspapers, the *Cranston Herald* and the *Johnston Sun Rise*, serving Cranston and Johnston respectively, and a weekly shopping/buyer's guide, *The Reminder*. Beacon Communications owns and manages RhodyBeat.com – a community website including content from all of our publications, news, contests, local blogs, classified advertising – plus many links of interest.

Beacon Communications is also the home of RhodyPrints, a full-service advertising specialty products company.

Beacon Communications also functions as the sales management company for RING, the Rhode Island Newspaper Group. Established in 1977, RING is an association of six publishing companies representing 19 weekly newspapers. With one call, one order and one bill, advertisers reach more than 145,000 homes in Rhode Island and southeastern Massachusetts. Every paper is audited and is locally edited to its community. Nine of the publications are sold by subscription and distributed by mail, carrier or at a newsstand. RING is the best marketing tool for advertisers who want to reach Rhode Island's extensive network of community newspapers with one phone call.

## ■ Personnel

### Corporate

President & Publisher	John I. Howell, Jr.	<a href="mailto:JohnH@RhodyBeat.com">JohnH@RhodyBeat.com</a>
General Manager	Richard G. Fleischer	<a href="mailto:RichardF@RhodyBeat.com">RichardF@RhodyBeat.com</a>
Credit Manager	Lynne Taylor	<a href="mailto:LynneT@RhodyBeat.com">LynneT@RhodyBeat.com</a>
Advertising Manager	Donna Zarrella	<a href="mailto:DonnaZ@RhodyBeat.com">DonnaZ@RhodyBeat.com</a>

## ■ National Advertising Representative

**RHODE ISLAND NEWSPAPER GROUP • RING**  
**[www.rinewspapergroup.com](http://www.rinewspapergroup.com)**  
1944 Warwick Avenue  
Warwick, RI 02889  
Tel. 401-732-3100  
FAX 401-732-3110



National & Major Accounts Lisa Cohen

[LisaM@RhodyBeat.com](mailto:LisaM@RhodyBeat.com)

## Commission

Advertising rates are not commissionable.



## ■ General Rate Policy

- All advertising is subject to the publisher's approval.
- Terms: Cash with copy until credit is established with Credit Department. Payment required thirty (30) days from date of statement. A service charge of 1 1/2% per month (18% per annum) will be charged on unpaid balances over thirty (30) days.
- Advertising, if contingent upon position, will be charged a 25% premium above earned rate.
- All advertising and editorial material in whole or in part designed and/or composed by BC may not be reproduced without the express written permission of BC.
- The publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policy statements.
- BC shall not be liable for errors or omissions in, or failure to insert, any advertisement for which it may be responsible beyond the cost of the actual space occupied by the item in which error or omission or failure to insert occurred. Advertisers will be entitled to refund of advertisement price or insertion in next issue at advertiser's option.
- Advertisers and advertising agencies will indemnify and hold harmless BC, its officers, agents, directors, employees and contractors for all contents supplied to publisher, including text, representations and illustrations of advertisements printed and for any claims arising from contents including, but not limited to defamation, libel, invasion of privacy, copyright infringement and plagiarism.
- BC shall not be liable for failure to print, publish or circulate all or any part of an issue in which advertisement accepted by the publisher is contained, if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of BC.
- New advertising and copy changes on proofs will not be accepted after deadline.
- All political advertising shall be prepaid and shall be labeled as such. All political advertising shall be accorded the earned rate in all our publications.
- Publisher reserves the right to increase the rates stipulated in this rate card at any time on thirty (30) days notice in writing. Advertiser is accorded the right to cancel his contract without penalty at any date upon which higher rates are made effective by the publisher.

## ■ Display Advertising Rates\*

	OPEN	4 X'	13 X'	26 X'	52 X'
Warwick Beacon	\$13.60	\$12.40	\$10.70	\$10.35	\$9.95
Cranston Herald	\$10.05	\$9.35	\$8.30	\$7.75	\$7.35
Johnston Sun Rise	\$10.05	\$9.35	\$8.30	\$7.75	\$7.35
The Reminder	\$13.60	\$12.40	\$10.70	\$10.35	\$9.95

### Combination Rates (apply to Warwick, Cranston, Johnston ONLY)

Two Papers	\$21.50	\$18.50	\$16.40	\$15.40	\$14.65
Three Papers	\$28.25	\$26.50	\$24.50	\$22.50	\$20.25
Four Papers	\$34.50	\$31.00	\$28.00	\$26.00	\$23.00
The Reminder (add-on)	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00

Newspaper combination rates apply to both editions of the Warwick Beacon (Tuesday, Thursday), the Cranston Herald and the Johnston Sun Rise. All advertising must appear within the same week.

The Reminder is our 31,000 circulation (24,000 mailed) shopping/buyer's guide serving primarily Coventry and West Warwick, but also including West Greenwich & western Warwick. The Reminder can be added to any single publication or combination of papers for \$8.00 PCI.

\*All rates are per column inch/net.

## RING: RHODE ISLAND NEWSPAPER GROUP\*

one call one order one bill

RING is an association of 19 community newspapers, offering statewide distribution in a convenient one call, one order, one bill system. The papers are: Warwick Beacon, Cranston Herald, Bristol Phoenix, Barrington Times, Sakonnet Times, Portsmouth Times, Warren Times Gazette, Valley Breeze & Observer, Pawtucket Valley Breeze, Johnston Sun Rise, North Providence Breeze, Cumberland/Lincoln Valley Breeze, North Smithfield/Woonsocket Valley Breeze, The East Providence Post, The Independent, Westport Shorelines, Jamestown Press, Newport This Week and The Reminder.

19 Papers	OPEN	4 X	13 X	26 X	52 X
	\$116.50	\$112.50	\$110.50	\$109.25	\$107.00

# RHODYPRINTS

## PROMOTIONAL PRODUCTS

A DIVISION OF BEACON COMMUNICATIONS & PROVIDENCE MEDIA

We can help you Promote your Business, Organization, Charity or Event. Advertise your Business, New Product, New Service of Special Promotion Motivate Recognize Your Staff, Students, Athletes, Volunteers, Etc. We can supply you with the ideas and products to meet any budget! [rhodyprints.com](http://rhodyprints.com)

Promotion Products Sales Bob Giberti

[BobG@RhodyBeat.com](mailto:BobG@RhodyBeat.com)



## ■ Inserts

Inserts are available for individual papers at a cost of \$45.00 per thousand. Partial runs (zones) are available at a cost of \$60.00 per thousand. Inserts are also available in the RI Newspaper Group at \$41 per thousand (full distribution - 145,000 required). Lesser amount accepted at a premium rate.

- Insert price based on standard 8.5"x11" single sheet (.2 oz.). Additional weights/sizes may affect pricing.
- Split runs available for free-standing inserts only. (Not available in RI Newspaper Group.)
- Please call for shipping information. • Minimum billing - 2,000
- One stop design, print and insert service available

## ■ Color Rates

Color is available in any publication for an additional charge. \$3.00 per column inch per paper (min. charge \$45, max. charge \$150 per paper). Rate is for spot or full color.

## ■ Special ROP Rates

Business Profiles: \$40.00 per week per paper. Requires 10-week contract. Available in the Beacon, Herald, Sun Rise. Advertising and stories will be posted on the respective websites.

Business Card Directory: \$18.00 per week. Requires 12-week contract. Available in Warwick Beacon or Cranston Herald. Combo rate for both papers is \$27.00 per week.

Coupon Pages: \$150 for 10 weeks

## ■ Special Services

Typesetting, layout, and printing services available. Please call for price quotes.

## ■ Special Days/Pages/Features

BC produces special pages and sections throughout the year that cover a wide variety of topics. Notices of special sections will appear in the newspapers at least a month before publication and further information can be obtained from display advertising personnel: (401) 732-3100.

## ■ ROP Depth Requirements\*

BROADSHEET: 1 to 6 column, broadsheet page size: 6 columns X 21 inches. Advertisement over 18 inches in depth will be charged for full 21 inches\*.



Double truck advertisements will be charged at 13 columns.

TABLOID: 1 to 6 columns, tabloid page size: 6 columns X 16 inches. Advertisements over 14 inches in depth will be charged for full 16 inches.

Double truck advertisements will be charged at 13 columns. Ads may be reduced up to 5%.

**MARCH 2020**



## Contract and Copy Regulations

Frequency discounts apply only to consecutive weeks. Size and copy can be changed. Contracts not fulfilled will be short rated to the earned rate.

## ROP Deadlines

Publication/Section	Deadline
Warwick Beacon	10 a.m. Monday for Tuesday 10 a.m. Wednesday for Thursday
Cranston Herald	10 a.m. Tuesday for Thursday
Johnston Sun Rise	12 p.m. Tuesday for Thursday
The Reminder	10 a.m. Friday for Tuesday
PrimeTime	10 a.m. first day of every month
RING	5 p.m. preceding Thursday

## Mechanical Requirements

BROADSHEET: 6 columns to page ROP — image area 10.5" wide X 21" deep. Double truck 20.5" x 21".

TABLOID: 6 columns to a page ROP — image area 10" wide X 16" deep. Double truck 21" x 16".

1 column	1.65"
2 columns	3.42"
3 columns	5.19"
4 columns	6.96"
5 columns	8.73"
6 columns	10.5"

PRINTED BY WEB OFFSET

SCREEN REQUIREMENTS: 85 lines

DPI: 300

COMPOSITION: There is no charge for composition (except for display ads composed but not published).

## Electronic Transmission

All ads should be sent using ".pdf" file formats, which removes most incompatibility problems. Please include which publication the ad is for in the subject line as well as date the ad is scheduled to start. All files should be emailed to [lisab@rhodybeat.com](mailto:lisab@rhodybeat.com).

The Reminder Production Department can be reached at [mor@rhodybeat.com](mailto:mor@rhodybeat.com) and [lizd@rhodybeat.com](mailto:lizd@rhodybeat.com)

# BEACON COMMUNICATIONS

1944 WARWICK AVENUE, WARWICK, RI 02889 | P: 401-732-3100 F: 401-732-3110 | [RHODYBEAT.COM](http://RHODYBEAT.COM)

MARCH 2020

## Web Advertising



Beacon Communications maintains 4 individual websites. Advertising, in combination with your print schedule, is available at \$4/one thousand impressions.

Non-print advertisers can purchase web-only advertising programs for as little as \$10/m

State-wide web advertising is available through RING, our network of community newspapers web sites for \$10/m

## Political Advertising

All political advertising will pay the earned rate and must be paid in full in advance. Rules and regulations as supplied by the State of Rhode Island must be adhered to.

## Classified Advertising Rates

See Separate Rate Card

## Circulation

All circulation is audited by Certified Audit of Circulation Inc. (CVC). Audit reports are available at the main office.

