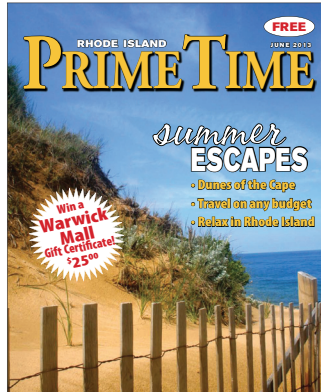
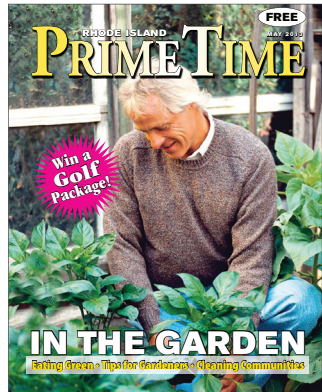
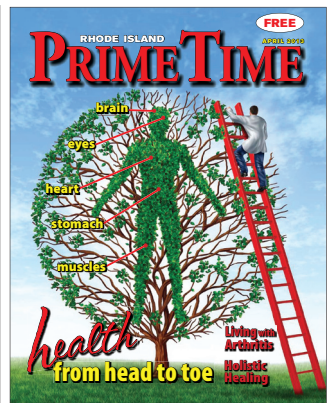


RHODE ISLAND PRIME TIME



travel | health | hobbies | gardening | retirement | senior care
 food & wine | monthly events | financial planning | home improvement

ADVERTISING RATES

2014

online at www.warwickonline.com

ADVERTISING RATES

RATES	1X (open)	3X	6X	12X
Full Page	\$1460	\$1240	\$1110	\$990
3/4 Page	\$1210	\$970	\$880	\$790
1/2 Page	\$860	\$690	\$620	\$525
1/4 Page	\$470	\$390	\$350	\$295
1/8 Page	\$310	\$250	\$200	\$170

PREPRINTS – \$45/M COLOR CHARGE – \$125

BUSINESS SPOTLIGHTS

\$150/month – 5 month minimum

PROFESSIONAL DIRECTORY

\$30/month – 6 month minimum

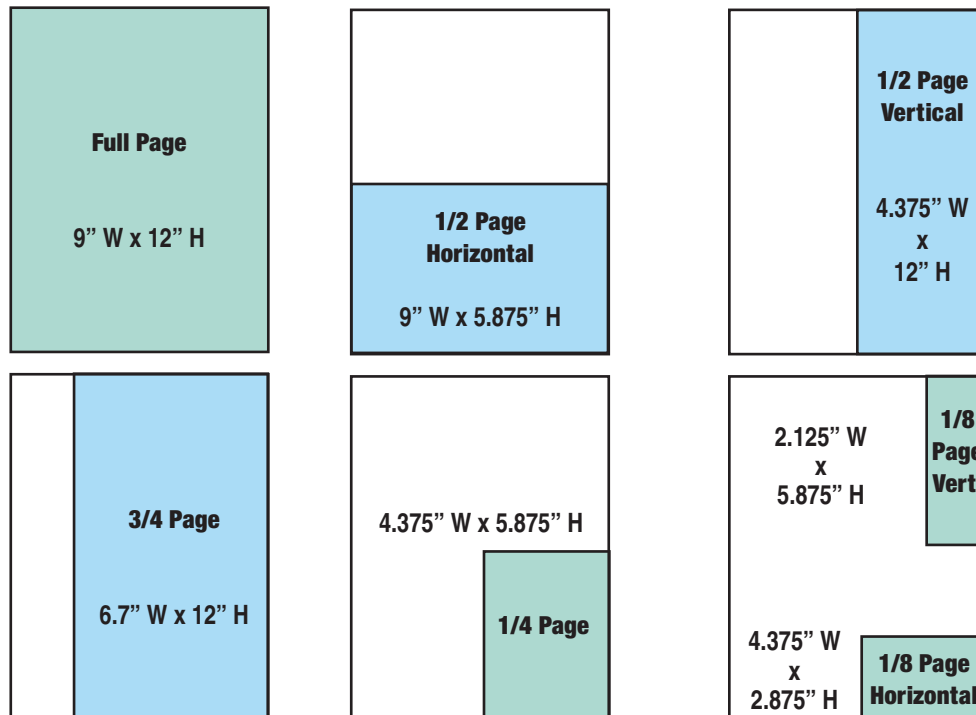
CLASSIFIED ADVERTISING

4 Lines – \$12.00

MECHANICAL REQUIREMENTS

Full Page Bleed	10.5" W	x	14" H	(Safe Area 9" x 12")
Full Page	9" W	x	12" H	
3/4 Page	6.7" W	x	12" H	
1/2 Page Vertical	4.375" W	x	12" H	
1/2 Page Horizontal	9" W	x	5.875" H	
1/4 Page	4.375" W	x	5.875" H	
1/8 Page Vertical	2.125" W	x	5.875" H	
1/8 Page Horizontal	4.375" W	x	2.875" H	

Black & White Camera-ready / 85 Line Screen



ELECTRONIC FILE REQUIREMENTS

The Production Department of Beacon Communications is PC based. All ads should be sent using ".pdf" file formats, which removes most incompatibility problems. Files may be sent to lisab@rhodybeat.com. Please put PrimeTime Magazine in the subject line.

ADVERTISING DEADLINES

PrimeTime is published the first week of every month. Ad deadline for both space and copy is the first of the month, prior to publication.

PRIME TIME

RHODE ISLAND

PrimeTime...is a contemporary publication speaking to the mature market with respect and intelligence, while creating a trustworthy statewide network for the 50+ generation.

...not only reaches the mature reader, but also the caregiver, health and medical professionals and all those interested in improving the needs and wants of this growing segment of the population.

...is committed to changing the image of aging and to position that image in an upbeat, positive fashion.

...contains excellent and vibrant editorial, news, health, beauty and lifestyle features and the latest breakthroughs in medical treatments and technologies.

...has a statewide circulation of nearly 20,000 with a readership of 56,000+*. Targeted delivery locations throughout counties include retail outlets, retirement communities, 36 senior centers, hospitals, health care providers, financial institutions, libraries, convenience stores and restaurants.

...works closely with federal, state and local agencies that deal with aging issues and shares information to keep our readers informed and on top of the ever-changing landscape regarding Rhode Island's aging population.

...is distributed free of charge, making it accessible to its readers by way of authorized drops in both private and public locations, and we also offer annual subscriptions.

...is backed by extensive statewide radio advertising, is a proud sponsor of WSBE 36 — Southern Rhode Island's public television station, as well as Capitol Region Retired Senior Volunteer Program, the University of Rhode Island Senior Nutrition Awareness Project and The Alliance for Better Long Term Care to name but a few, and it is read over the air on In-Sight Radio.

REACH A *Growing* MARKET

PrimeTime, published the first week of every month, is a joint publication of Beacon Communications and Providence Media, Inc. Now in its 13th year, *PrimeTime* is devoted to issues of life and living in the prime of your life. Our regular editorial contributors are experts in their fields — many with regional and national reputations.

PrimeTime is available free of charge at over 400 locations throughout the state of Rhode Island. With a circulation base of nearly 18,000, *PrimeTime* is truly your most efficient way to reach the over-50 market, and equally important, those who care for our older citizens. Annual subscriptions are available for \$24.00

Throughout the year, *PrimeTime* sponsors senior living and lifestyle expositions at various locations. These exciting events are great opportunities to showcase your product or service to this ever-growing segment of our population.

For more information on how your group, business or organization can get involved, please call **401-732-3100**.

The market is growing. On a national level there will be an estimated 80 million older people seeking products and services in the years to come. Within our small state are some of the most sophisticated and financially successful seniors in the country. Now reach a large portion of this group in Rhode Island (ranked 3rd in the nation for senior population) through a single print medium —

By beginning an advertising campaign now you will create an awareness that will guarantee a fair share of this huge market in the very near future.

*Based on National Readership estimates of 2.8 readers per copy

1944 WARWICK AVE., WARWICK, RI 02889

TEL: 401-732-3100 • FAX: 401-732-3110 • E-MAIL: donnaz@rhodybeat.com

Available statewide at over 400 locations including:

A & J Seabra	Leon Mathieu Senior Center	Paula's Place	Highland Court
Price Rite	Kennedy Manor	Pontiac Library	Rochambeau Library
YMCA	Pawucket Public Library	Fannys Fireside Restaurant	Bannister Care Center
Evergreen	St. Germain Apartments	Pilgrim Senior Center	A & J Seabra
Barrington Sr. Center	Centenial Tower	Montecalvo's Market	Peoples Liquor Warehouse
Barrington Books	Pawtucket Adult Day Care	Harborside	Cranston Sr. Center
Schrodgers Deli	Towers East	Marty's Liquor	Cranston Public Library (Cranston St)
Bay Spring Village	Fogarty Manor	Don's Pizza	Pontiac Laundry
Barrington Cove Apartments	Memorial Hospital	DeFusco's Bakery	Pa Laundry
Medical Center	Howell Smith Drug Store	Laundry Mart	Mt. Pleasant Library
A & J Seabra	Pawtucket City Hall	Warwick Library	Lasalle Bakery
Franklin Independent Living	Central Falls Credit Union	West Bay Marine	Douglas Liquors (Smith St.)
East Bay Manor	Harris Health Care North	Buttonwoods Senior Center	Fruit Hill Sr. Day Care
Orchard View Manor	Wilfred Manor	Haxton's Liquors	Douglas Liquors (Mineral Spring Ave.)
Hattie Ida Chaffee	YMCA Community Center	Islander Restaurant	Davinci Center
Health Haven Nursing Center	Central Falls City Hall	DP's Laundry	North Providence Library
Bristol Senior Housing	Central Falls Public Library	The Inn	Mancini Sr. Center
Bristol Pizza	Forard Manor	Bay Laundry	Just My Style Hair Salon
Leo's Restaurant	A & J Seabra	Westerly Hospital	Clark St. Senior Center
China Moon	Cumberland Market	Westerly Senior Day Care	Chalkstone Ave. Senior Center
Luke's Inn	Cumberland Senior Center	Westerly Sr. Center	Winslow Gardens
Sherwood Fitness	Autumn Villa	Westerly Library	Linn Health Care Center
Bristol Bagel	Riverside Village	Westerly Health Center	Waterview Villa
Bristol's Breakfast of Champions	Lincoln Public Library	Shaw's Supermarket	EP Service Center
Charlestown Library	Lincoln Senior Center	Cowesett Inn	Boston House of Pizza
Charlestown Mini Supermarket	Lincoln VNA	W. Warwick Sr. Center	Ricotti's
Chepachet Library	EPOCH Assisted Living	Roch's Market	Douglas Liquor's (Rte. 44)
Dino's Market	Portsmouth Library	St. Germain Manor	Douglas Liquors (Atwood Ave.)
Brigido's IGA Market	Foodworks	Parkview High Rise	Johnston Sr. Center
N. Scituate Library	Linden Tree Medical Center	Woonsocket Public Library	Douglas Liquors (Hartford Ave.)
N. Scituate Senior Center	Portsmouth Sr. Center	Woonsocket Senior Center	Whytebrook Terrrace
Coventry Sr. Center	Dave's Market	WWON	Cherry Hill Manor
Coventry Library	YMCA	Blackstone Tourism Council	Mohr Memorial Library
Pawtuxet Valley Urgent Care	Ryan's Market	Evergreen Assisted Living	Johnston Sr. Center
Dave's Market	N. Kingstown Sr. Center	Price Rite Supermarket	RI Dept. of Elderly Affairs
Saint Elizabeth Home	South County Nursing & Rehab	Wood River Health Care	Garden City Library
The Seasons	Heffies	Angelos	Oaklawn Library
Atria Harborhill	N. Kingstown Library	Caserta Pizza	Borders Books
Pal's Restaurant	Felicia's	Westminster Place	Coffee Shop
First Baptist Church Meeting House	Oatley's Restaurant	Steere House	Warren Sr. Center
E. Greenwich Library	Allie's Donuts	Kilmartin Place	Atria
Dave's Market	Beacon Diner	Trinity Rep	RI Veteran's Home
Smithfield Library	Tiverton Sr. Center	Westminster Sr. Center	Linden Place
Greenville Library	East Lake Variety	Providence Public Library-Main Branch	Cafe la France
Harmony Library	Crossroad Liquor	Cameron's Pharmacy	Blithewold Mansion
Glocester Meal Site	Tiverton Library	Scandinavain Retirement Home	St. Elizabeth Manor
Smithfield Senior Center	Belmont Market	East Side Market	RI Veteran's Home
West's Bakery	Charlestown Public Library	Ruffles	Powerhouse Gym
Jamestown Library	S. Kingstown Library	729 Hope St.	Clements Marketplace
Jamestown Sr. Center	S. Kingstown Sr. Center	Avalon at Center Place	Urology Associates
Ahepa 1-11	Narragansett Library	Miriam Hospital	Grace Barker Nursing Center
Newport Mental Health	Narragansett Sr. Center	RI Eye Institute	Country Inn and Restaurant
Martin Luther King Sr. Center	Mariner Square Mall	Rosewood Manor	Landmark Medical Center
Heatherwood	Narragansett Chamber of Commerce	Medway Place	Senior Health Center
Newport Library	Brentwood Nursing Home	Blackston Blvd. Laundromat	Landmark Heart Center
Edward King Center	Roch's Market	Tockwotten Home	Thundermist Health Center
Sigs Market	Peoples Liquor Warehouse	Charlesgate East	J's Deli
Middletown Library	Tamarisk	Jewish Community Center	Kay's Restaurant
Forest Farms	Greenwich Village Apartments	Hamilton House	Kathy's Place
Middletown Sr. Center	Sparrows Point 1	EPOCH Assisted Living	Chan's Restaurant
Grand Islander	Sparrows Point 2	Richmond Square	Rehabilitation Hospital of RI
Blenheim Newport	Greenwich Farms	Grace Church Apartments	WSBE RI PBS
Batik Garden	Royal Crest Apartments	St. Martin's Senior Center	Aime J. Forand Sr. Center
Middletown Mental Health	Coffee Grinder	Comp. Adult Day Care-Waterman	
Pascoag Library	Walt's Roast Beef	RI Hearing Services	
Brigido's IGA Market	Harborside	A Caring Experience	
C-Town Supermarket	Bagel Factory	Windsor Court	
Leon Mathieu Adult Day Care	Kent Regency	Hillside Health Center	

If your business or organization would like to distribute **PRIME TIME**, please call us.

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