

**Rhode Island's Largest Mid-Week Print Buy**

# RING

**RHODE ISLAND  
NEWSPAPER GROUP**



**Save Time.  
Save Money.**

**MARCH 2023**

1944 WARWICK AVENUE, WARWICK, RHODE ISLAND 02889 • 401-732-3100 • FAX 401-732-3110 • [WWW.RINEWSPAPERGROUP.COM](http://WWW.RINEWSPAPERGROUP.COM)



# WHO WE ARE

one call one order one bill

## RHODE ISLAND NEWSPAPER GROUP

1944 WARWICK AVENUE, WARWICK, RHODE ISLAND 02889  
401-732-3100 [www.RINewspaperGroup.com](http://www.RINewspaperGroup.com)

### BEACON COMMUNICATIONS

Warwick Beacon (Thursday)  
Cranston Herald (Thursday)  
Johnston Sun Rise (Friday)  
The Reminder (Tuesday)

### BREEZE PUBLICATIONS

Valley Breeze, Cumberland/Lincoln (Thursday)  
Valley Breeze, N. Providence (Wednesday)  
Valley Breeze, N. Smithfield/Woonsocket (Thursday)  
Valley Breeze, Pawtucket (Wednesday)  
Valley Breeze & Observer (Thursday)

### EAST BAY NEWSPAPERS

Bristol Phoenix (Thursday)  
Barrington Times (Wednesday)  
Portsmouth Times (Thursday)  
Sakonnet Times (Thursday)  
Warren Times-Gazette (Wednesday)  
Westport Shorelines (Thursday)  
East Providence Post (Thursday)

### SOUTHERN RI NEWSPAPERS

The Independent (Thursday)

### ISLAND COMMUNICATIONS

Newport This Week (Thursday)

### WRITE WAY MEDIA

Jamestown Press (Thursday)

## OUR HISTORY

Established in 1977, RING is an association of seven publishing companies representing 19 hometown newspapers. With one call, one order and one bill, advertisers reach 125,000 homes in Rhode Island.

Our papers are audited and staffed by local reporters. Eight 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. There is no better midweek print vehicle.

## WHO WE REACH\*\*

RING newspapers reach 125,000 unique households in Rhode Island offering full coverage of the Providence DMA. The vast majority of our readers are homeowners. They are committed to their communities. They are educated, active participants in their towns and cities.

- 66% of our subscribers have household incomes over \$75,000, significantly higher than general market of 46%
- 61% keep their community newspaper for at least 4 days
- 75% frequently purchase products or services from ads seen in RING newspapers
- 81% have at least some college education

Education + Buying Power = RING Readers

## WHAT WE DO

RING newspapers feature well-written articles by award-winning reporters. At our best we can be described as hyper-local. When it comes to covering community events, be it political, social, academic or religious, no other medium does it better.

## WHY WE ARE EFFECTIVE

RING newspapers provide a touchstone for its readers which in turn builds community trust and brand loyalty for our advertisers. We are read cover to cover, not strictly by section. Our papers are picked up more than once, referred to and often passed along. Our readers trust us – we are their neighbors – we cover their lives.

\*\*SOURCE: 2021 CVC READERSHIP SURVEY



# RATES & SPECS

MARCH 2023

one call one order one bill

## ROP ADVERTISING RATES\*

1 Time	\$112.75	PCI
4 Times	\$108.50	PCI
13 Times	\$106.25	PCI
26 Times	\$105.00	PCI
52 Times	\$102.75	PCI

- Discount based on consecutive weeks
- Copy and size can be altered
- All advertising rates are net
- No charge for composition

## ROP MECHANICAL REQUIREMENTS

RING's community papers are produced in both tabloid and broadsheet sizes, depending upon the company.

### BROADSHEET

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

### TABLOID

1 column	1.86"
2 columns	3.88"
3 columns	5.91"
4 columns	7.94"
5 columns	9.97"

## GENERAL RATE INFORMATION

RING publishes both tabloid and broadsheet newspapers. For modular advertising (quarter, half, full pages) please contact your advertising representative.

Color charge \$1,150 – Includes 19 papers

*85 line screen preferred*

## ROP AD DELIVERY

Advertising material due 10:00 AM Friday preceding week of publication

Space reservations due 5:00 PM Thursday preceding week of publication

Electronic ad delivery: We accept PDF files only, sent to: [lisab@rhodybeat.com](mailto:lisab@rhodybeat.com)

MARCH 2023



# INSERTS

one call one order one bill

**\$41<sup>00</sup>** / THOUSAND  
NET

- Maximum Finished Size 8.5"X11"
- Weight Premiums may be Applicable on Multi-Page Inserts or Inserts over 2 oz.
- Limited Zoning (by paper) is available at a premium rate of \$50/M – minimum 50,000.
- Deadline for insertion order and materials is Wednesday, 12:00 noon, week prior to insertion.
- Material can be boxed or shrink wrapped, and quantity per package must be marked clearly.
- Circulation figures based on 2021 CVC Audit, available upon request

FOR PRE-PRINTS,  
PLEASE ROUND  
UP TO THE  
NEAREST 100.

## BEACON COMMUNICATIONS

printer: The Sun Chronicle | 34 South Main St., Attleboro, MA 02703 | 508-222-7000  
Shipping: Mon-Fri 8AM-4PM

		CIRCULATION
<b>Warwick Beacon</b>	(Warwick)	5,582
<b>Cranston Herald</b>	(Cranston)	1,786
printer: TCI Press   21 Industrial Court, Seekonk, MA 02771   508-336-6633		
<b>Johnston Sun Rise</b>	(Johnston)	4,500
printer: Trumbull Printing   205 Spring Hill Rd., Trumbull, CT 06611   203-281-2548		
<b>The Reminder</b>	(Coventry, West Warwick, West Greenwich)	22,777

## BREEZE PUBLICATIONS

printer: Seacoast Media Group | 111 New Hampshire Ave., Portsmouth, NH 03801 | 603-570-2190  
Shipping: Mon-Fri 7AM-3PM

<b>Valley Breeze - Cumberland/Lincoln</b>	(Cumberland) (Lincoln)	8,722 4,375
<b>North Providence Breeze</b>	(North Providence)	6,310
<b>Valley Breeze - N. Smithfield/Woonsocket</b>	(Blackstone Valley, MA) (North Smithfield) (Woonsocket)	1,319 3,092 7,359
<b>Valley Breeze &amp; Observer</b>	(Smithfield) (Hope/Harmony) (Chepachet/Clayville) (Greenville) (North Scituate) (Foster)	4,331 302 1,309 1,510 906 493
<b>Valley Breeze - Pawtucket</b>	(Pawtucket)	5,273

## EAST BAY NEWSPAPERS

printer: The Republican | 1860 Main Street, Springfield, MA 01103 | 413-636-2151  
Liberty St. Dock Shipping: Mon-Fri 7AM-4PM

<b>Bristol Phoenix</b>	(Bristol)	3,451
<b>Barrington Times</b>	(Barrington)	2,629
<b>Sakonnet Times</b>	(Portsmouth) (Tiverton) (Little Compton) (Warren)	117 2,028 446 1,458
<b>Warren Times-Gazette</b>	(Westport, MA)	1,120
<b>Westport Shorelines</b>	(East Providence)	7,995
<b>East Providence Post</b>	(Portsmouth)	3,472

## SOUTHERN RI NEWSPAPERS

printer: Providence Journal Co. | 210 Kinsley Avenue, Providence, RI 02903 | 401-277-7944  
Shipping: Mon-Fri 8AM-4PM

<b>The Independent</b>	(East Greenwich) (North Kingstown) (Wakefield) (South Kingstown)	374 735 1,505 1,069
------------------------	---	------------------------------

## ISLAND COMMUNICATIONS

printer: GDI Printing | 70 Mayflower Drive, Hanover, MA 02339 | 781-878-2222 | Shipping: Mon-Fri 8AM-3PM

<b>Newport This Week</b>	(Newport)	13,866
--------------------------	-----------	--------

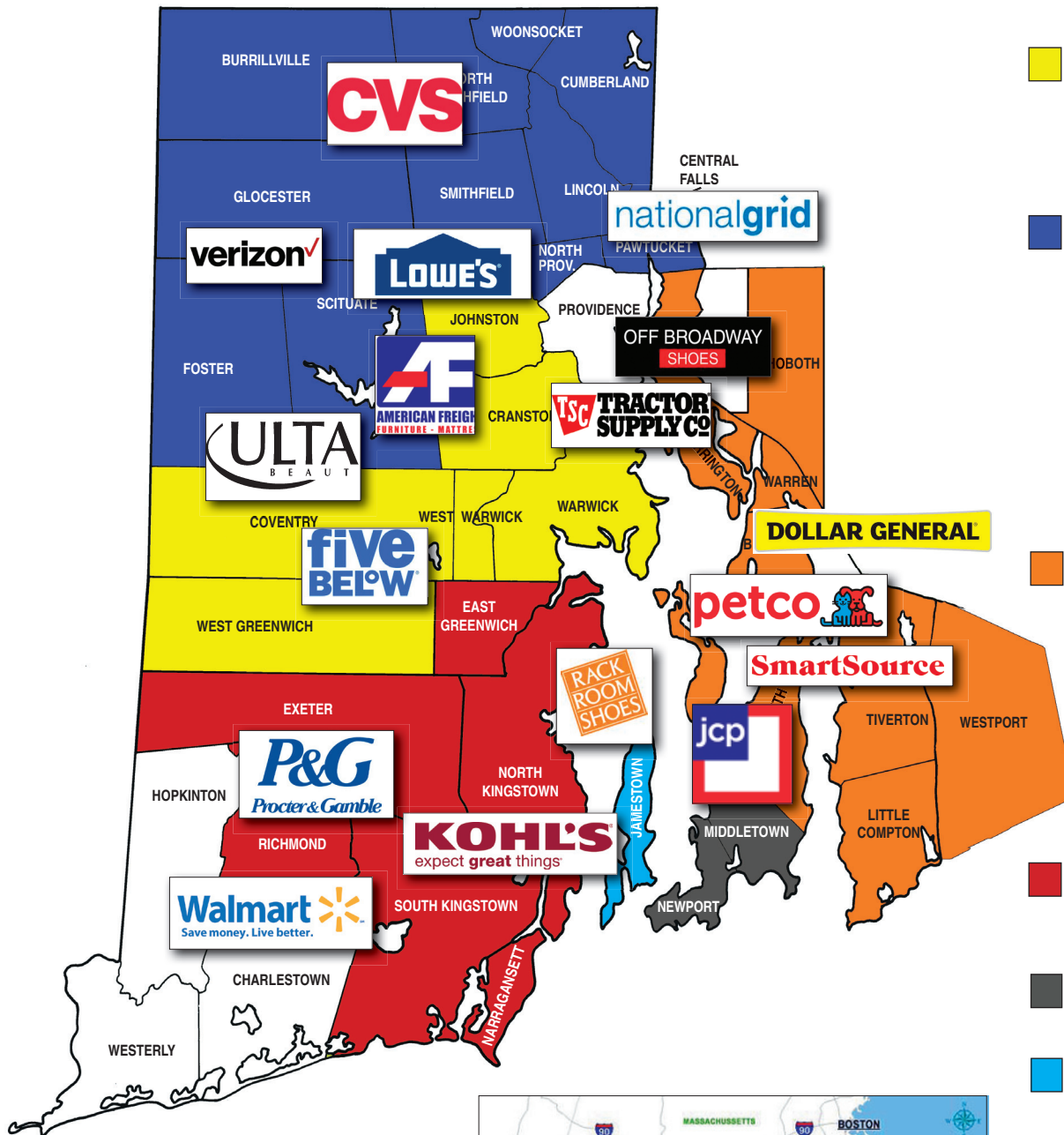
## WRITE WAY MEDIA

printer: Seacoast Media Group | 111 New Hampshire Ave., Portsmouth, NH 03801 | 603-570-2190  
Shipping: Mon-Fri 7AM-3PM

<b>Jamestown Press</b>	(Jamestown)	4,667
------------------------	-------------	-------

**TOTAL 124,778**

# NATIONAL ADVERTISERS **KNOW** THE VALUE OF **RING**



**BEACON COMMUNICATIONS**  
 Warwick Beacon (*published Thurs.*)  
 Cranston Herald (*published Thurs.*)  
 Johnston Sun Rise (*published Fri.*)  
 The Reminder (*published Tues.*)

**BREEZE PUBLICATIONS**  
 Valley Breeze, Cumberland/Lincoln  
 (*published Thurs.*)  
 Valley Breeze, North Providence  
 (*published Wed.*)  
 Valley Breeze, North Smithfield/  
 Woonsocket (*published Thurs.*)  
 Valley Breeze, Pawtucket  
 (*published Wed.*)  
 Valley Breeze & Observer  
 (*published Thurs.*)

**EAST BAY NEWSPAPERS**  
 Bristol Phoenix (*published Thurs.*)  
 Barrington Times (*published Wed.*)  
 Portsmouth Times (*published Thurs.*)  
 Sakonnet Times (*published Thurs.*)  
 Warren Times-Gazette  
 (*published Wed.*)  
 Westport Shorelines  
 (*published Thurs.*)  
 East Providence Post (*published Thurs.*)

**SOUTHERN RI NEWSPAPERS**  
 The Independent  
 (*published Thurs.*)

**ISLAND PUBLISHING**  
 Newport This Week (*published Thurs.*)

**WRITE WAY MEDIA**  
 Jamestown Press (*published Thurs.*)





# CLASSIFIED ADVERTISING

one call one order one bill

## RATES & SPECS

### CLASSIFIED DISPLAY RATES

1 Time	\$112.75	PCI
4 Times	\$108.50	PCI
13 Times	\$106.25	PCI
26 Times	\$105.00	PCI
52 Times	\$102.75	PCI

- Discount based on consecutive weeks
- Copy and size can be altered
- Minimum ad size – 2 column inches
- All advertising rates are net
- No charge for composition

### AD DELIVERY

- Advertising material due 10 AM Friday preceding week of publication
- Space reservations due 5 PM Thursday preceding week of publication
- Electronic ad delivery  
We accept PDF files only, sent to:  
[Classifieds@rhodybeat.com](mailto:Classifieds@rhodybeat.com)  
or Call 401-732-3100

Rhode Island and Massachusetts' best mid-week advertising buy for the recruitment, automotive and real estate categories.

### MECHANICAL REQUIREMENTS

1 column .....	1.27"
2 columns .....	2.59"
3 columns .....	3.91"
4 columns .....	5.23"
5 columns .....	6.54"
6 columns .....	7.86"
7 columns .....	9.18"
8 columns .....	10.5"



RING Master Work Sheet:						
Gateway Site	Member Newspapers	Page Views	Unique Views	Ordered	SOV	Gross
RhodyBeat.com	Portal	500	0	0	0.00%	\$0.0
warwickonline.com	Warwick Beacon	14,000	8,000	0	0.00%	\$0.0
cranstononline.com	Cranston Herald	12,000	7,000	0	0.00%	\$0.0
johnstononline.com	Johnston Rising	11,000	7,000	0	0.00%	\$0.0
providencejournal.com	Providence Journal	1,000	1,000	0	0.00%	\$0.0
Valley	Valley	133,000	38,000	0	0.00%	\$0.0
<div>  <div> <b>WEB</b>  <b>ADVERTISING</b> </div> </div>						
<div> <b>RHODE ISLAND NEWSPAPER GROUP</b> </div>						
<div> <b>11 Portals</b> </div>						
<div> <b>900,000 Weekly Views</b> </div>						
<div> <b>250,000 Unique View RI</b> </div>						
<div> <b>300 x 250 One Size Fits All</b> </div>						
<div> <b>Multiple Ads Allowed</b> </div>						
<div> <b>Multiple URLs Allowed</b> </div>						
<div> <b>\$10/Thousand Impressions</b> </div>						
<div> <b>Total Weekly Page Views/Unique</b> </div>						
<div> <b>SOV All Sites</b> </div>						
<div> <b>Gross Cost</b> </div>						
Share of voice SOV for this document is the percentage of times your ad will be seen as it relates to the total number of impressions.						

For a complete breakdown of individual portals and associated newspapers, please call 401.732.3100 or email [adsales@RhodyBeat.com](mailto:adsales@RhodyBeat.com)