

Rhode Island's Largest Mid-Week Print Buy

RING

**RHODE ISLAND
NEWSPAPER GROUP**



**Save Time.
Save Money.**

JANUARY 2017



RHODE ISLAND NEWSPAPER GROUP
1944 WARWICK AVENUE, WARWICK, RHODE ISLAND 02889
401-732-3100 • FAX 401-732-3110
www.RINewspaperGroup.com

WHO WE ARE

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 more than 132,000 homes in Rhode Island and S.E. Massachusetts.

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

WHO WE REACH*

RING newspapers reach over 132,000 unique households in Rhode Island and Southeastern Massachusetts 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.

- 62% of our subscribers have household incomes over \$75,000, significantly higher than general market demographics
- 64% keep their community newspaper for at least 4 days
- 73% frequently purchase products or services from ads seen in RING newspapers
- 89% have at least some college education
- The average estimated readers per edition is 2.6 over one quarter million readers weekly

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.

BEACON COMMUNICATIONS

Warwick Beacon (Thursday)
Cranston Herald (Thursday)
Johnston Sun Rise (Thursday)

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)

HATHAWAY PUBLISHING

Somerset Spectator (Wednesday)*

INDEPENDENT NEWSPAPERS

The Independent (Thursday)

ISLAND COMMUNICATIONS

Newport This Week (Thursday)

WRITE WAY MEDIA

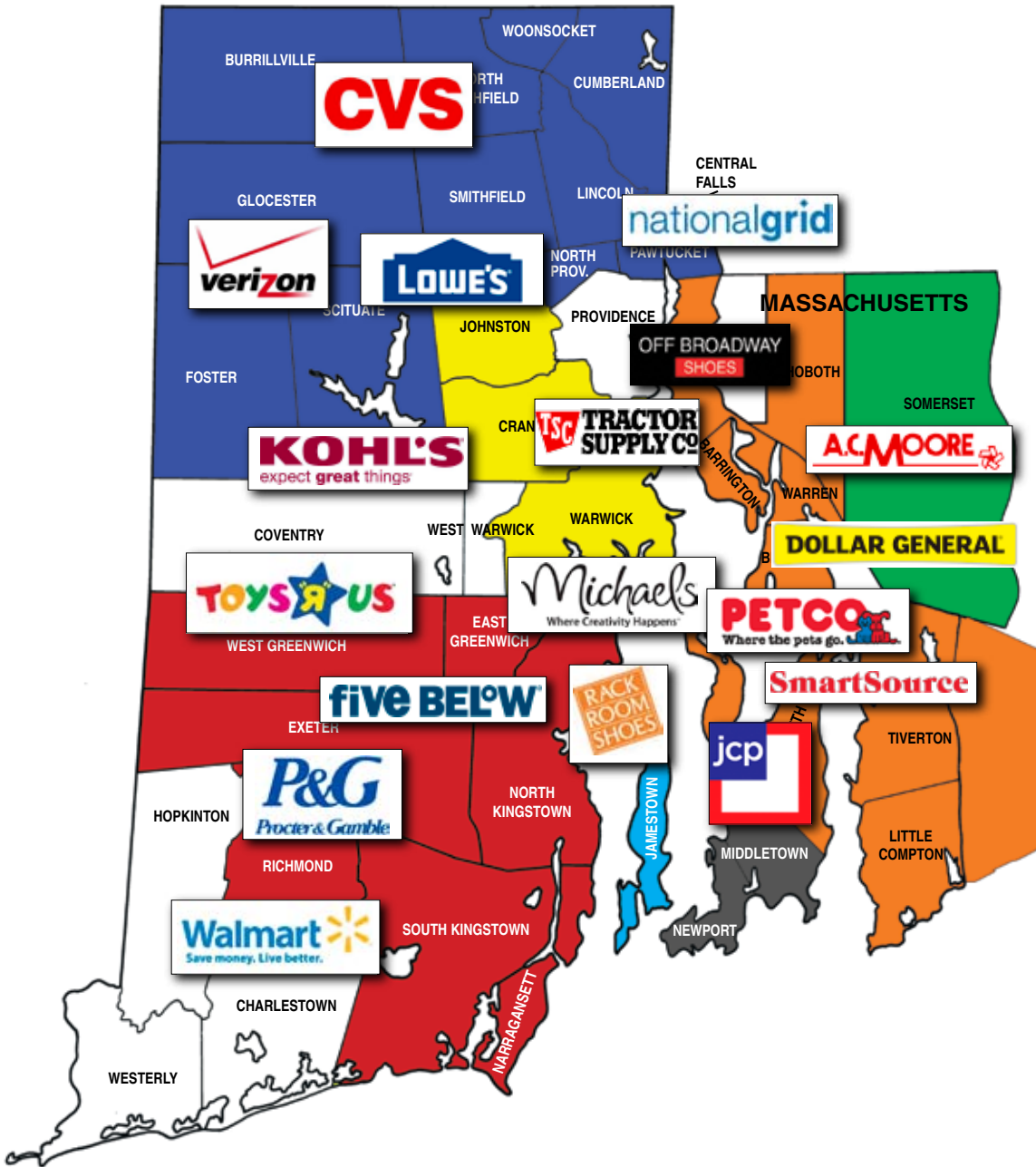
Jamestown Press (Thursday)

*Optional

*SOURCE: 2016 CVC READERSHIP SURVEY

one call one order one bill

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



- BEACON COMMUNICATIONS**
 Warwick Beacon (*published Thurs.*)
 Cranston Herald (*published Thurs.*)
 Johnston Sun Rise (*published Thurs.*)

- 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.*)
 Portsmouth Times (*published Thurs.*)

- HATHAWAY PUBLISHING**
 Somerset Spectator (*published Wed.*)

- INDEPENDENT NEWSPAPERS**
 The Independent (*published Thurs.*)

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

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

*OPTIONAL



JANUARY 2017



one call one order one bill

RATES & SPECS

ROP ADVERTISING RATES*

1 Time	\$108.00 PCI
4 Times	\$104.50 PCI
13 Times	\$102.50 PCI
26 Times	\$101.25 PCI
52 Times	\$99.00 PCI

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

* The following papers are optional and can be subtracted from the above rates:

Westport Shorelines	\$2.75 PCI
Somerset Spectator	\$4.25 PCI

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

The following papers are optional and can be subtracted from the above cost:

Westport option – subtract \$50

Somerset option – subtract \$50

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 both: lisab@rhodybeat.com and lindan@rhodybeat.com



one call one order one bill

PRE-PRINTS

\$41⁰⁰/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.

BEACON COMMUNICATIONS

printer: The Sun Chronicle, 34 South Main St., Attleboro, MA 02703
 508-222-7000 Shipping: Mon-Fri 8AM-4PM **CIRCULATION**
Warwick Beacon (Warwick) **6,000**
Cranston Herald (Cranston) **2,000**
 printer: TCI Press, 21 Industrial Court, Seekonk, MA 02771
 508-336-6633 **CIRCULATION**
Johnston Sun Rise (Johnston) **8,000**

BREEZE PUBLICATIONS

printer: Seacoast Media Group, 111 New Hampshire Ave., Portsmouth, NH 03801
 603-570-2190 Shipping: Mon-Fri 7AM-3PM **CIRCULATION**
Valley Breeze - Cumberland/Lincoln
 (Cumberland) **10,500**
 (Lincoln) **5,100**
North Providence Breeze (N. Providence) **7,800**
Valley Breeze - N. Smithfield/Woonsocket
 (Blackstone Valley, MA) **2,900**
 (North Smithfield) **4,400**
 (Woonsocket) **9,200**
Valley Breeze & Observer (Smithfield) **5,300**
 (Hope/Harmony) **400**
 (Chepachet/Clayville) **1,600**
 (Greenville) **1,800**
 (North Scituate) **1,100**
 (Foster) **500**
Valley Breeze - Pawtucket (Pawtucket) **9,100**

EAST BAY NEWSPAPERS

printer: Newport Daily News, 101 Malbone St., Newport, RI 02840
 401-849-3300 Shipping: Mon-Fri 8AM-3PM **CIRCULATION**
Bristol Phoenix (Bristol) **3,500**
Barrington Times (Barrington) **2,700**
Sakonnet Times (Portsmouth) **400**
 (Tiverton) **2,400**
 (Little Compton) **1,200**
Warren Times-Gazette (Warren) **1,500**
Westport Shorelines (Westport, MA) **1,300**
East Providence Post (East Providence) **7,900**
Portsmouth Times (Portsmouth) **4,100**

HATHAWAY PUBLISHING

printer: Southcoast Media Group, 40 Communication Way, Hyannis, MA 02601
 508-862-1277 Shipping: Mon-Fri 8AM-4PM **CIRCULATION**
Somerset Spectator (Somerset, MA) **3,750**
 (Swansea, MA) **750**

INDEPENDENT NEWSPAPERS

printer: Newport Daily News, 101 Malbone St., Newport, RI 02840
 401-849-3300 Shipping: Mon-Fri 8AM-3PM **CIRCULATION**
The Independent (East Greenwich) **675**
 (North Kingstown) **1,350**
 (Wakefield) **2,700**
 (South Kingstown) **1,950**

ISLAND COMMUNICATIONS

printer: GDI Printing, 70 Mayflower Drive, Hanover, MA 02339
 781-878-2222 Shipping: Mon-Fri 8AM-3PM **CIRCULATION**
Newport This Week (Newport) **13,500**

WRITE WAY MEDIA

printer: Seacoast Media Group, 111 New Hampshire Ave., Portsmouth, NH 03801
 603-570-2190 Shipping: Mon-Fri 7AM-3PM **CIRCULATION**
Jamestown Press (Jamestown) **6,000**

JANUARY 2017

TOTAL 132,000



one call one order one bill

CLASSIFIED RATES & SPECS

CLASSIFIED DISPLAY RATES

1 Time	\$108.00	PCI
4 Times	\$104.50	PCI
13 Times	\$102.50	PCI
26 Times	\$101.25	PCI
52 Times	\$99.00	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

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"

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:
sueh@rhodybeat.com
or Call 401-732-3100
or FAX 401-732-3110

All employment advertising can be placed on RIJobs.com for a \$50.00 fee for 30 days.

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

JANUARY 2017

