

Rhode Island's Largest Mid-Week Print Buy

RING

RHODE ISLAND
NEWSPAPER GROUP



**Save Time.
Save Money.**

JANUARY 2024



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

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



INSERTS

one call one order one bill

\$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.
- Circulation figures based on 2023 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
Warwick Beacon	<i>(Warwick)</i>	4744
Cranston Herald	<i>(Cranston)</i>	1340
printer: TCI Press 21 Industrial Court, Seekonk, MA 02771 508-336-6633		
Johnston Sun Rise	<i>(Johnston)</i>	4487
printer: Trumbull Printing 205 Spring Hill Rd., Trumbull, CT 06611 203-281-2548		
The Reminder	<i>(Coventry, West Warwick, West Greenwich)</i>	23,247

BREEZE PUBLICATIONS

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

Valley Breeze - Cumberland/Lincoln	<i>(Cumberland/Lincoln)</i>	13,744
North Providence Breeze	<i>(North Providence)</i>	6387
Valley Breeze - N. Smithfield/Woonsocket	<i>(Blackstone Valley, MA/ N. Smithfield/Woonsocket)</i>	12,074
Valley Breeze & Observer	<i>(Smithfield/Hope/Harmony/ Chepachet/Clayville/Greenville/ North Scituate/Foster)</i>	9644
Valley Breeze - Pawtucket	<i>(Pawtucket)</i>	5951

EAST BAY NEWSPAPERS

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

Bristol Phoenix	<i>(Bristol)</i>	2906
Barrington Times	<i>(Barrington)</i>	2527
Sakonnet Times	<i>(Sakonnet)</i>	2200
Warren Times-Gazette	<i>(Warren)</i>	1254
Westport Shorelines	<i>(Westport, MA)</i>	985
East Providence Post	<i>(East Providence)</i>	7763
Portsmouth Times	<i>(Portsmouth)</i>	3408

SOUTHERN RI NEWSPAPERS

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

The Independent	<i>(East Greenwich/North Kingstown/ Wakefield/South Kingstown)</i>	2522
------------------------	------------------------------------------------------------------------	-------------

ISLAND COMMUNICATIONS

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

Newport This Week	<i>(Newport)</i>	14,336
--------------------------	------------------	---------------

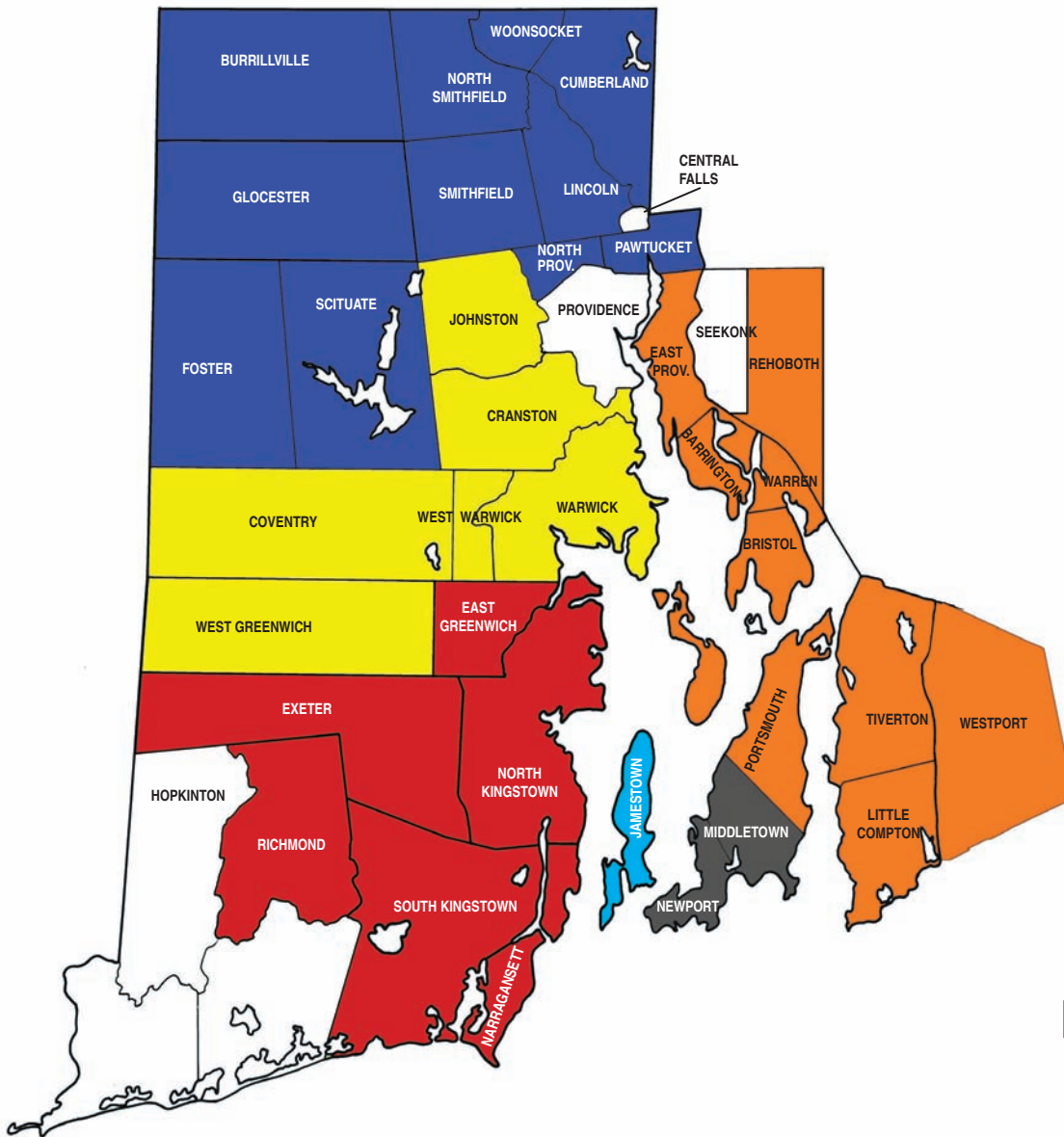
WRITE WAY MEDIA

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

Jamestown Press	<i>(Jamestown)</i>	4795
------------------------	--------------------	-------------

TOTAL 124,314

COVERAGE MAP



- BEACON COMMUNICATIONS**
TOTAL CIRCULATION 33,818
 Warwick Beacon (*published Thurs.*)
 Cranston Herald (*published Thurs.*)
 Johnston Sun Rise (*published Fri.*)
 The Reminder (*published Tues.*)

- BREEZE PUBLICATIONS**
TOTAL CIRCULATION 47,800
 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**
TOTAL CIRCULATION 21,043
 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**
TOTAL CIRCULATION 2522
 The Independent
 (*published Thurs.*)

- ISLAND PUBLISHING**
TOTAL CIRCULATION 14,336
 Newport This Week (*published Thurs.*)

- WRITE WAY MEDIA**
TOTAL CIRCULATION 4795
 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 10 AM Thursday preceding week of publication
- Electronic ad delivery
We accept PDF files only, sent to:
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"



WEB ADVERTISING



11 Portals
Over 1 million Weekly Views
Over 300,000 Unique View RI
300 x 250 One Size Fits All
Multiple Ads Allowed
Multiple URLs Allowed

For a complete breakdown of individual portals and associated newspapers,
please call 401.732.3100 or email adsales@RhodyBeat.com