

# INSERTION RATES (Rates are NET-15% discount to recognized agencies only).

<u>Ad Size/Position Open 1x</u>	<u>3x-5x</u>	<u>6x-8x</u>	<u>9x +</u>
Back Cover	\$3500	\$3400	\$2700
Covers Inside	\$3000	\$2800	\$2400
Position <i>(Page Specific)</i>	\$2500	\$2400	\$2200
Full Page	\$2095	\$1995	\$1795
Two-Thirds	\$1780	\$1680	\$1480
One-Half <i>(Horizontal)</i>	\$1480	\$1380	\$1180
One-Half <i>(Vertical)</i>	\$1680	\$1580	\$1380
One-Third	\$1275	\$1175	\$ 975
One-Quarter	\$ 850	\$ 750	\$ 600
One-Sixth	\$ 725	\$ 625	\$ 500
One-Eighth	\$ 500	\$ 450	\$ 400
Hot Ticket <i>(Non-Profit)</i>	\$ 395	\$ 345	\$ 225
Special Sections	\$ 495	\$ 395	N/A
Banners	\$ 395	\$ 345	\$ 175
Gift Guides	\$ 495	\$ 395	N/A
Best of Awards	\$ 495	\$ 395	N/A
Full Page-Advertorial	\$1780	\$1680	\$1480
Half Page-Advertorial	\$1185	\$1085	\$ 950

## NEWPORT *life*

RATES EFFECTIVE: 11/01/16

Rick Cretarola  
Advertising Sales Manager  
Cretarola@NewportRI.com  
401.380.2381

Issues per year: 10  
Double month issues: 5  
Single month issues: 2  
Annuals: 3  
Printed Monthly Copies: 9,000  
Printed Annual Copies: 12,000

### Subscribers

5,025 - 56% direct mailed  
73% Newport County  
21% Out of State  
6% Out of County

### Newsstands

65 Locations Newport County  
120 Locations in RI & MA.

Controlled Distributions  
Hotels, Motels, Inns, B&Bs.  
Professional Offices, Waiting  
rooms, Schools, Libraries,  
Newport Hospital, Newport  
Chamber of Commerce,  
Newport County Visitors Ctr.,  
Real Estate professionals and  
Municipalities.

# Professional Services (Real Estate, Finance, Insurance, Service Professionals).

<u>Ad Size/Position Open 1x</u>	<u>3x-5x</u>	<u>6x-8x</u>	<u>9x +</u>
Full Page	\$1695	\$1595	\$1395
One-Half <i>(Horizontal)</i>	\$1185	\$1085	\$ 885
One-Quarter	\$ 680	\$ 605	\$ 455

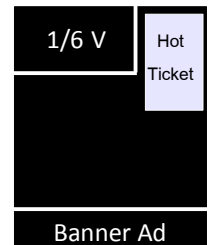
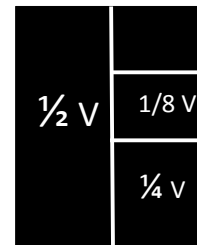
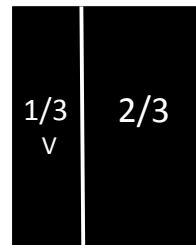
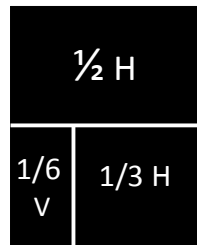
### AD SIZES

### Width x Height

Full Page (full bleed)	8.375" x 11.125"
Full Page (Trimmed)	8.125" x 10.875"
Two-Thirds	4.694" x 9.30"
Half Vertical	3.4375 x 9.30"
Half Horizontal	7.125" x 4.56"
One-Third Vertical	2.25" x 9.30"
One-Third Horizontal	4.6875" x 4.56"
1/6 Vertical	2.25" x 4.56"
1/6 Horizontal	4.6875" x 2.18"
One-Quarter	3.4375" x 4.56"
One-Eighth	3.4375" x 2.18"
Hot Ticket Vertical	2.0265" x 3.43"
Banner Ad	1.0" x 8.125"

### PRODUCTION SPECIFICATIONS

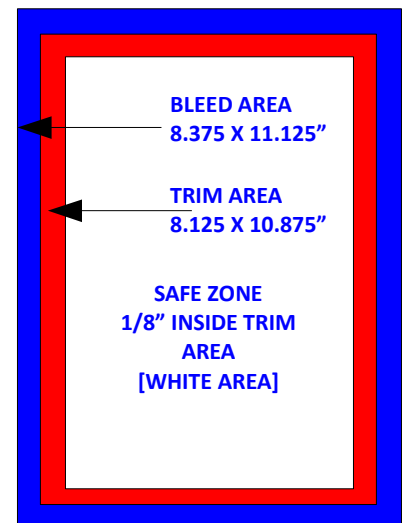
Requirements: The entire ad file must be saved as a high resolution PDF. Files will be integrated into our document. Digital files must have all images in place at 300 dpi. Fonts must be embedded or saved as outlines. Color must be CMYK format.



**TRIM AREA:** This represents the finished dimensions of the magazine after the printer cuts/trims it. The trim size is 8.125 x 10.875 inches.

**BLEED AREA:** The area that goes to the edge of the page. If the color in your design only runs to the edge of the trim area and the actual cut goes just a hair outside that line, you will end up with a white strip on that edge. A bleed of **1/8" or .125"** on each side of the page is needed for the bleed. In total, this will add a 1/4" to the full dimensions because the bleed is applied to all sides. Therefore, a full page with bleed is **8.375 x 11.125** inches. For ads that are designed not to bleed, it is best to leave at least a **1/4" margin** on all sides.

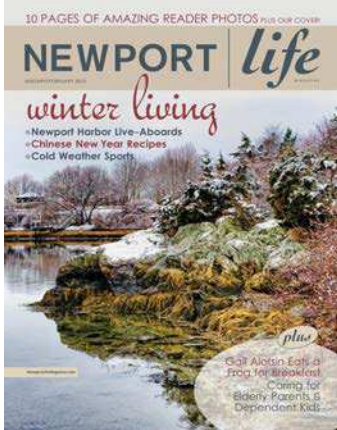
**SAFE ZONE:** The safe zone is the area within the cut/trim line where you can be sure important text and graphics will not be trimmed. Allow 1/8" or .125" inside the trim line on all sides.



**Rate Card 2017**  
Effective: November 2016

# NEWPORT *Life* MAGAZINE

A Sherman Publishing Company Publication



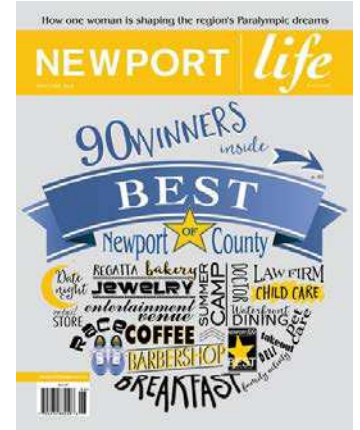
**JAN/FEB Health & Wellness**  
Ad Reservations November 28  
Ad Copy by December 9



**MAR/APR Spring**  
Ad Reservations December 22  
Ad Copy by January 7



**APRIL Home/Design**  
Ad Reservations February 3  
Ad Copy by February 17



**MAY/JUNE Best of Awards**  
Ad Reservations March 3  
Ad Copy by March 17

## Newport's Lifestyle Magazine

### Advertising Sales

Rick Cretarola  
Sales Manager  
Cretarola@NewportRI.com  
401.380.2381

Jean Lewis  
Account Executive  
Lewis@NewportRI.com  
401.380.2386

Amanda Linder  
Account Executive  
Linder@NewportRI.com  
401.380.2380

### Annual Issues

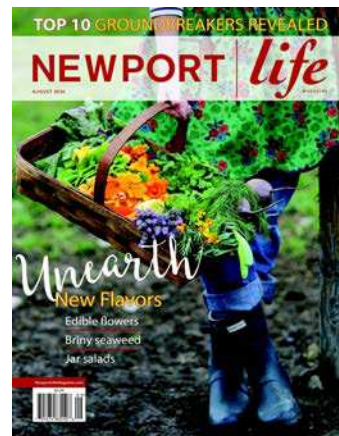
**HOME**  
12,000 copies  
Subscribers & Newsstands

**WEDDING**  
12,000 copies  
Newsstands & Bridal Show

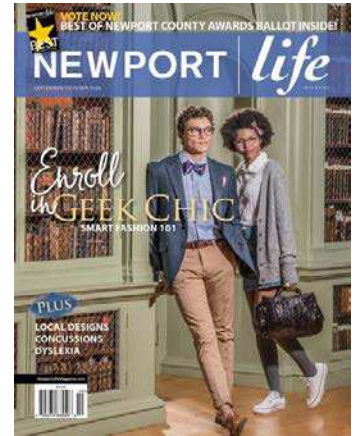
**CITY GUIDE**  
12,000 copies  
Free Issue



**JULY Boats & Beaches**  
Ad Reservations May 5  
Ad Copy by May 19



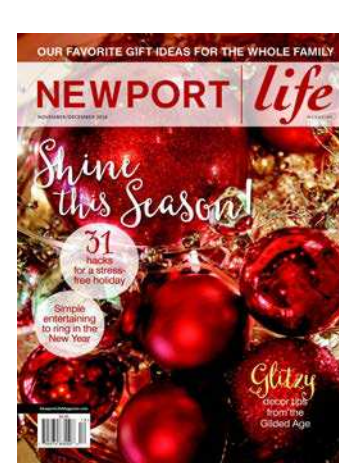
**AUGUST Food & Festivals**  
Ad Reservations June 2  
Ad Copy by June 16



**SEPT/OCT Fashion/Ballot**  
Ad Reservations June 30  
Ad Copy by July 15



**OCTOBER Wedding Annual**  
Ad Reservations July 28  
Ad Copy by August 4



**NOV/DEC Holiday Shopping**  
Ad Reservations September 8  
Ad Copy by September 22



**DECEMBER City Guide**  
Ad Reservations October 27  
Ad Copy by November 10