Advertising Rates

MARKETING AND ADVERTISING PROGRAMS

The Independent offers a variety of marketing programs designed to fit every advertiser's need, including: The Independent, South County Life Magazine, Special Sections and Internet advertising options. Ask your Advertising Consultant for details.

GENERAL INFORMATION

The information and rates contained herein apply to transient advertising placed by firms and individuals located in Rhode Island. Contract rates are available regardless of location.

The Independent reserves the right to insert advertisements under such classifications as it deems appropriate, to edit advertising copy by eliminating or substituting words or by making other changes in conformity with its policies as to content and makeup of advertising matter, and to refrain from publishing any advertising it considers objectionable or in violation of state or federal law.

The Independent assumes no financial responsibility for typographical errors in advertising or for omissions, or failure for any reason to insert an advertisement, but will reprint without charge any part of an advertisement in which a typographical error occurs affecting its value. In the case of typographical errors the newspaper shall not be responsible beyond the first insertion.

ADVERTISING ACCEPTABILITY

The Independent reserves the right to refer all Advertising for Publication to the publisher. All orders for advertising are taken on a conditional basis only and will not be published unless approved by the Publisher.

Published: The Independent is published Thursdays.

Guaranteed Position: 25% additional charge for guaranteed placement.

MAILING ADDRESS

P.O. Box 232, Wakefield RI 02880
TEL {401} 789-9744
FAX {401} 789-1550

member of
NEW ENGLAND NEWSPAPER AND PRESS ASSOCIATION
RHODE ISLAND PRESS ASSOCIATION

WWW.INDEPENDENTRI.COM

SOUTH COUNTY LIFE MAGAZINE

PUBLISHED 7 TIMES PER YEAR:
SPRING, MAY, JUNE, JULY, AUGUST,
FALL, HOLIDAY
Advertising Rates

**FREQUENCY**

| Frequency     | Price  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weeks</td>
<td>$15.40 pci</td>
</tr>
<tr>
<td>26 weeks</td>
<td>16.40 pci</td>
</tr>
<tr>
<td>13 weeks</td>
<td>17.40 pci</td>
</tr>
<tr>
<td>4 weeks</td>
<td>18.40 pci</td>
</tr>
<tr>
<td>OPEN RATE</td>
<td>19.75 pci</td>
</tr>
</tbody>
</table>

(price per column inch)

**ANNUAL BULK**

| Size          | Price  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3,000&quot; + annually</td>
<td>$12.65 pci</td>
</tr>
<tr>
<td>2,000&quot; to 2,999&quot; annually</td>
<td>13.40 pci</td>
</tr>
<tr>
<td>1,000&quot; to 1,999&quot; annually</td>
<td>14.15 pci</td>
</tr>
<tr>
<td>500&quot; to 999&quot; annually</td>
<td>14.90 pci</td>
</tr>
<tr>
<td>120&quot; to 499&quot; annually</td>
<td>15.40 pci</td>
</tr>
<tr>
<td>OPEN RATE</td>
<td>19.75 pci</td>
</tr>
</tbody>
</table>

(price per column inch)

Cost per Thousand - Minimum insert number 5,000

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>up to 8 tab/4 std</th>
<th>up to 16 tab/8 std</th>
<th>up to 24 tab/16 std</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Independent</td>
<td>$45</td>
<td>$48</td>
<td>$52</td>
</tr>
</tbody>
</table>

**DEADLINES - DISPLAY/PRE-PRINTS**

Pre-Prints: Reservations due 2 weeks prior to run date. Materials must be received no later than 5 business days prior to run date and no sooner than 4 weeks prior to run date. Delivery hours are Monday-Friday 8:00 a.m. - 3:00 p.m. Pre-printed inserts must be delivered to and addressed to appropriate newspaper.

Shipping address for all preprints:

c/o Providence Journal  
1 Providence Place,  
Providence, RI 02903 (physical address)  
210 Kinsley Street (GPS address)

**DISPLAY - ONE PROOF PROVIDED UPON REQUEST**

Day of insertion: Thursday  
Deadline: Friday, 3 p.m.

**ARTS & LIVING SECTION**

Day of insertion: Thursday  
Proof: Friday, 3 p.m.

**COLOR RATES**

Rates charged in addition to black and white rate.

Color - $3.00 per column inch

**ONLINE**

1 Month  
10,000 impressions: $180  
20,000 impressions: $360  
50,000 impressions: $900

3-6 Months  
10,000 impressions: $160  
20,000 impressions: $320  
50,000 impressions: $800

6-9 Months  
10,000 impressions: $125  
20,000 impressions: $250  
50,000 impressions: $625

1 Year  
10,000 impressions: $117.50  
20,000 impressions: $235.00  
50,000 impressions: $587.50

Must commit to length of contract cancellations will result in open rate charges applied to duration of contract.

3 Month Agreement: 10% Discount  
6 Month Agreement: 15% Discount  
12 Month Agreement: 20% Discount

**COLUMN SIZES**

6 Column Paper Specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.65</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.42</td>
</tr>
<tr>
<td>3 columns</td>
<td>5.19</td>
</tr>
<tr>
<td>4 columns</td>
<td>6.96</td>
</tr>
<tr>
<td>5 columns</td>
<td>8.73</td>
</tr>
<tr>
<td>6 columns</td>
<td>10.5</td>
</tr>
<tr>
<td>Double Truck</td>
<td>Width 21.625 inches.</td>
</tr>
</tbody>
</table>

Page Depth is 21.5 inches

**SPECIAL SECTIONS**

See Special Section Calendar for monthly sections, dates & pricing.

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www.IndependentRI.com