

Advertising Rates

THE INDEPENDENT



DISPLAY-RETAIL
CLASSIFIED
PRE-PRINTED
INSERTS
ALL RATES ARE NET,
NON-COMMISSIONABLE

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 All orders for advertising are taken on a conditional basis only and will not be published unless approved by the Publisher.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.

THE INDEPENDENT

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

	PRICE
52 weeks.....	\$15.40 pci
26 weeks.....	16.40 pci
13 weeks.....	17.40 pci
4 weeks.....	18.40 pci
OPEN RATE	19.75 pci

(price per column inch)

ANNUAL BULK

	PRICE
3,000" + annually	\$12.65 pci
2,000" to 2,999" annually	13.40 pci
1,000" to 1,999" annually	14.15 pci
500" to 999" annually	14.90 pci
120" to 499" annually	15.40 pci
OPEN RATE	19.75 pci

(price per column inch)

Cost per Thousand - Minimum insert number 5,000

Insert Size	up to 8 tab/ 4 std	up to 16 tab/ 8 std	up to 24 tab/ 16 std
The Independent	\$45	\$48	\$52

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	Deadline
Thursday	Friday, 3 p.m.

ARTS & LIVING SECTION

Day of insertion	Proof
Thursday	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

SIZE	INCHES
1 column.....	1.65
2 columns	3.42
3 columns	5.19
4 columns	6.96
5 columns	8.73
6 columns	10.5
Double Truck	Width 21.625 inches.

Page Depth is 21.5 inches

SPECIAL SECTIONS*

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



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