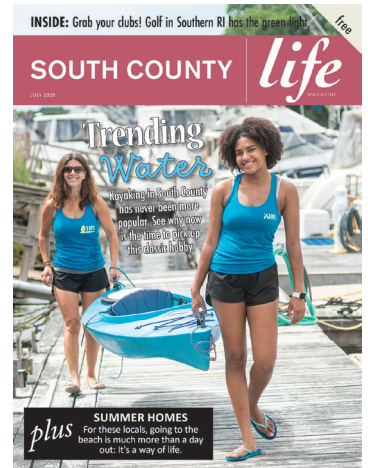
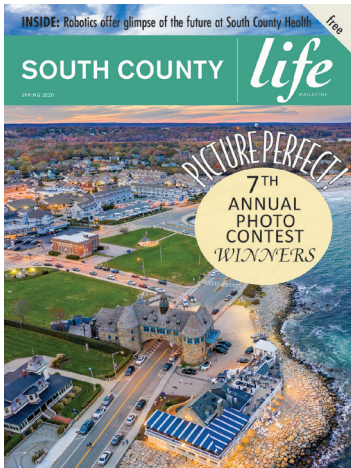


2021 SOUTH COUNTY *life* MAGAZINE



☐ **SPRING**
Publication Date: March 11
Advertising Deadline: Feb. 4

☐ **MAY**
Publication Date: April 29
Advertising Deadline: April 9

☐ **JUNE**
Publication Date: May 31
Advertising Deadline: May 4

☐ **JULY**
Publication Date: June 30
Advertising Deadline: May 28



☐ **AUGUST**
Publication Date: July 29
Advertising Deadline: July 2



☐ **FALL**
Publication Date: Sept. 16
Advertising Deadline: Aug. 8



☐ **HOLIDAY**
Publication Date: Nov. 11
Advertising Deadline: Oct. 1

☒ **Desired issues to run ad**

Approved by _____ Title _____ Date _____

The Premier Magazine of South County

SouthCountyLifeMagazine.com

Carol Palmer • 401-440-2610 • cpalmer@independentri.com

Steve Maciel • 401-368-1325 • smaciel@independentri.com

2021 SOUTH COUNTY *life*

MAGAZINE

AD SIZES	7X CONTRACT	4X CONTRACT	1X CONTRACT
Back Cover	\$770	\$905	NA
Inside Covers	\$700	\$835	\$990
Page 1	\$700	\$835	\$990
Full Page	\$650	\$750	\$905
2/3 Page	\$540	\$650	\$810
1/2 Page	\$460	\$520	\$600
1/3 Page	\$300	\$390	\$465
1/4 Page	\$230	\$305	\$400
1/6 Page	\$175	\$230	\$305
1/8 Page	\$155	\$185	\$255
1/12 Page	\$105	\$140	\$205

All rates are per issue and include full process color on glossy stock.

NOTE: THESE AD RATES INCLUDE A BONUS 10K IMPRESSION WEB AD PER ISSUE ON INDEPENDENTRI.COM

CIRCULATION

South County Life Magazine is distributed free throughout Rhode Island, with a heavy concentration from Westerly to East Greenwich.

PRODUCTION SPECIFICATIONS

Requirements: PC format. The entire ad file must be saved as a high resolution PDF. Files will be integrated into our InDesign document. Digital files must have all images scanned in place at 300 dpi. Fonts must be embedded or saved as out-lines. Color must be CMYK format. Please furnish a hard copy color proof of the ad at 100% which will match the file exactly.

AD SIZES

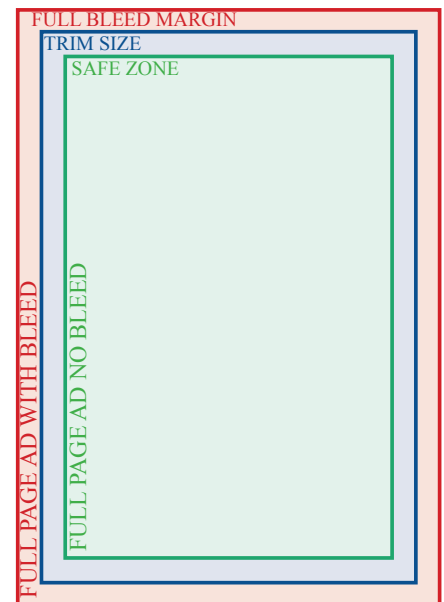
Regular Ad Space Sizes Width x Height

Full Page (including bleed)	8.375"	x	11.125"
Will be trimmed to	8.125"	x	10.875"
Full Page (no bleed)	7.5"	x	10.25"
2/3 Page	4.694"	x	9.302"
1/2 Page (vertical)	4.694"	x	6.9375"
1/2 Page (horizontal)	7.125"	x	4.565"
1/3 Page (vertical)	2.25"	x	9.3125"
1/3 Page (horizontal)	4.6875"	x	4.5625"
1/4 Page	3.479"	x	4.575"
1/6 Page (vertical)	2.25"	x	4.5625"
1/6 Page (horizontal)	4.6875"	x	2.1875"
1/8 Page	3.479"	x	2.23"
1/12 Page	2.25"	x	2.1875"

COMMUNITY PAGES

Size	Cost	Width	x	Height
4 Blocks V	\$300	3.479"	x	9.302"
4 Blocks H	\$300	7.125"	x	4.575"
3 Blocks	\$240	3.479"	x	6.934"
2 Blocks	\$175	3.479"	x	4.575"
1 Block	\$95	3.479"	x	2.23"

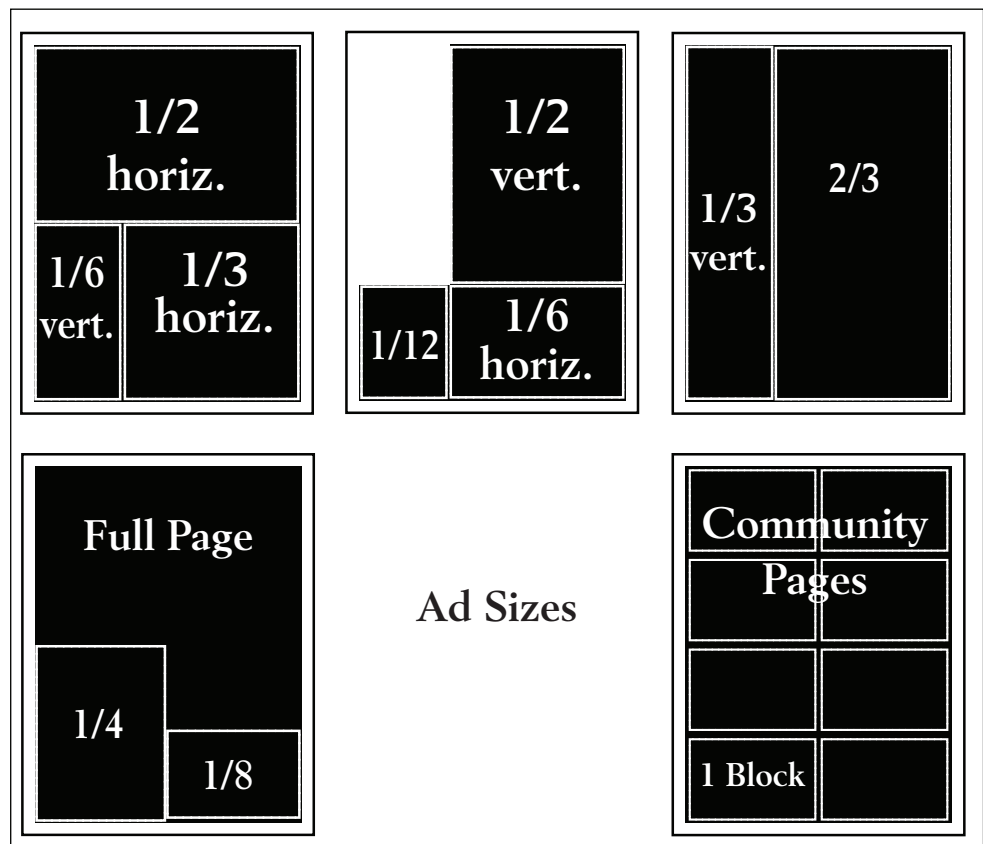
Note: Add 5K web impressions/1 month for \$50



FULL BLEED: If you have elements that continue to the edge of the page, they must extend past the trim size to the full bleed margin. If they do not, you may end up with white strips along the edge of the page due to cutting tolerance.

TRIM SIZE: This is the size that the page will be cut to.

SAFE ZONE: The elements that need to be seen clearly (i.e. addresses, phone numbers, other information) must be within the safe zone. If they are too close to the trim, they may be partially cut off, or (depending on whether your ad is on a left or right hand page) get lost in the gutter (the area where the right and left hand pages meet).



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