



Providence Media presents: **DIGITAL MARKETING SOLUTIONS**

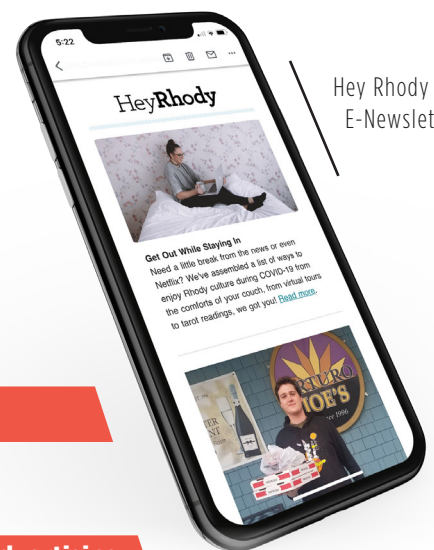
During the **COVID-19 Pandemic**

We're all in this together, Rhody!

This is a challenging time for every business in Rhode Island.

As a trusted media leader for 45 years, Providence Media is here to help with affordable, results-oriented solutions. Through our expansive digital network and resources, we can offer customized marketing communications at any budget.

Take advantage of increased screen time • Stay ahead of competition
Keep your business top of mind through targeted messaging



Hey Rhody Daily E-Newsletter

Digital Packages Include:

Targeted Messaging

Statewide Reach \$950: 5 Websites & 5 Facebook pages
Regional Reach \$655: 5 Websites & 5 Facebook pages

- Customized sponsored content article**
- Copywritten to suit by a member of our editorial team
 - Collaboration with business to drive immediate traffic to collective sites
 - Written with optimized sharability and engagement for new and existing customers
 - Includes 400 words in any template (Q&A, 5 Reasons To..., Business Spotlight, Ask the Expert, etc)

- Social media sharing via web**
- Sponsored article posted on our websites
 - A link to sponsored article in one Hey Rhody newsletter
 - A link to your content shared on our Facebook pages
- One per page; restrictions apply*

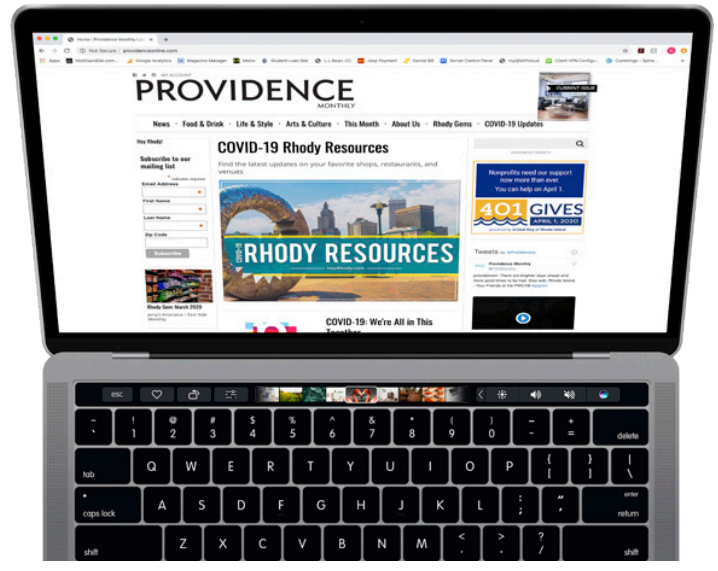
- Digital display advertising**
- One Hey Rhody newsletter display ad
 - One web ad across all five sites for 14 days to reach 15,000 impressions total

*5% discount offered when paid within 5 business days of completion

Digital Display Advertising:

Daily Newsletter: \$150 for two ads
\$300 for four ads must be used within 30 days

Online Display Advertising: \$150
for 15,000 impressions in 30 days



DIGITAL DISPLAY AD SPECS



All display advertising design is complementary and can be used throughout all Providence Media titles. Additional fees may apply to use design in non-Providence Media products. See your marketing manager for details.

Specifications:

Newsletter: 300x250px
Web: 300x200px



Advertiser to provide

- URL link
- Logo and relevant images in hi-res format
- All social media handles
- Tagline or call to action



Providence Media is RI's leading lifestyle magazine publisher. We produce four monthly titles: East Side Monthly, Providence Monthly, SO Rhode Island, and The Bay magazine. Our thematic and seasonal magazines include Hey Rhody and So Summer.

About Providence Media Digital Solutions

Websites: 5 Total

Providence Media's suite of websites include five unique URLs:

- EastSideMonthly.com
- ProvidenceOnline.com
- SoRhodelsland.com
- TheBayMagazine.com
- HeyRhody.com

Hey Rhody Newsletter

14,000+ email addresses
Sent daily Monday-Friday

Facebook

Collectively, Providence Media reaches over 35,000 followers on our 5 Facebook pages:

- Facebook.com/HeyRhody
- Facebook.com/PVDMonthly
- Facebook.com/EastSideMonthly
- Facebook.com/TheBayMagazine
- Facebook.com/SoRhodelslandMag

Need to reach your customers directly?

Providence Media can offer custom design services including:

Blog posts

Press releases

Design services

Newsletter content and design

Quick designs for social media posts, websites, flyers, and more

Communications and marketing strategies/consulting

Direct mail design and mailing

Hourly design and marketing services apply

See Ann@providenceonline.com for a complimentary consultation and estimate.