

Providence Media presents

SO Rhode Island Summer

**SPECIAL
DOUBLE
ISSUE**



NEW for SUMMER 2020

SO Rhode Island and **SO Summer** are joining forces for a special double issue edition this summer. Debuting in early July, the magazine will offer town by town highlights of all that Southern Rhode Island has to offer throughout the season.

To best keep our content relevant and empower readers to support local, editorial will be updated as we go to press to include new information about openings.

Distribution

SO Rhode Island/SO Summer distributes 25,000 copies throughout Southern RI and Newport in July and August capturing locals and visitors at high-traffic locations including

- Supermarkets
- Speciality markets and bakeries
- Liquor stores
- Farms and destinations
- And more locations as we confirm them!

Advertising Rates

- Affordable and effective
- Ad rates include color + gloss
- **FREE** ad design!
- **5% off** auto pay discount
- **10% combo discount** with Providence Monthly
- **15% off** marketplace rates available

Spot	\$178
1/6	\$290
1/3	\$499
1/2	\$808
2/3	\$988
Full Page	\$1,400
Cover	\$1,635

Ad Deadline

- Reserve your space soon
- Deadline for ad materials is **June 11, 2020**

Sponsored stories available – ask your rep!

Sizes

Magazine Trim Size	9"w x 10.875"h
Spot	2.375"w x 2.25"h
1/6	2.375"w x 4.75"h
1/3	5.125"w x 4.75"h
1/3 Vertical	2.375"w x 9.875"h
1/2	8"w x 4.75"h
2/3	5.125"w x 9.875"h
Full Non-Bleed	8"w x 9.875"h
Full Bleed*	9.25"w x 3.0625"h

*Please ask your sales rep for the full page template for more instructions

Requirements

- Our preferred file format is PDF
- Images must be 300dpi
- Color mode must be CMYK; RGB and spot colors will not print true to color
- Smallest type: 7pt, 10pt bold for knockout text
- Templates are available upon request.
- Ads accepted via file transfer or email by your sales rep

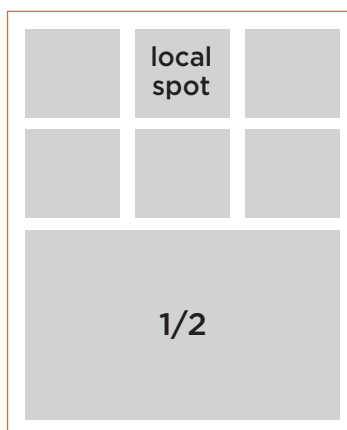
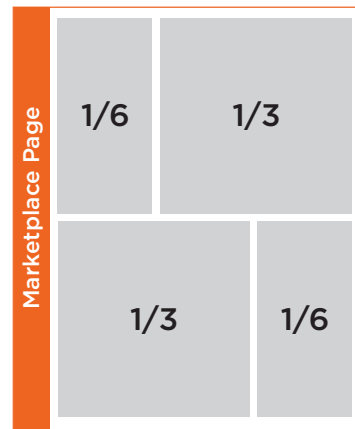
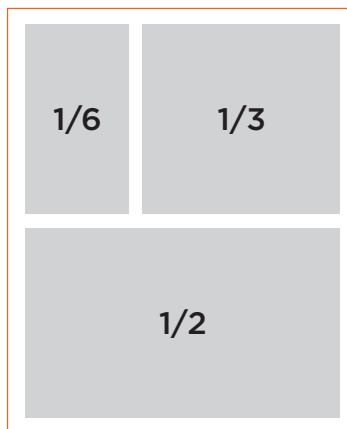
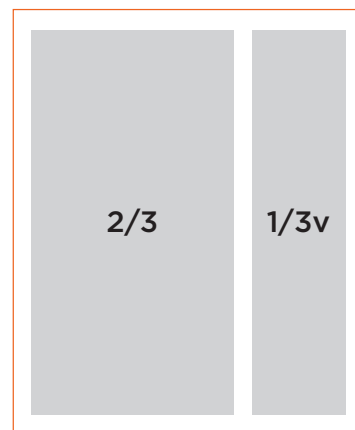
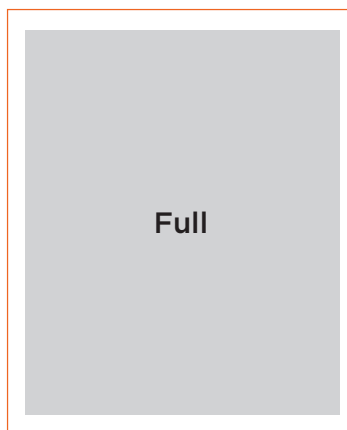
Advertising Design Policy

In-house, agency quality work is available at no extra charge to contract advertisers for ads running in Providence Media products.

Unflattened, unprotected PDFs of ads may be purchased for \$75 per ad. Additional ad changes or formats are available at an additional charge. Original InDesign files cannot be provided, as they may contain fonts and images that are licensed to Providence Media.

Digital Advertising

Advertising opportunities are available on our e-newsletter, websites, and select social media channels. See your account manager for details.



About Providence Media

Providence Media has been the leader in local lifestyle since 1975. Our titles include Providence Monthly, East Side Monthly, SO Rhode Island, The Bay, and Hey Rhody. Further magazine schedules and deadlines will be posted as we approach the summer.

Proud Members Of: RI Press Association, Providence Warwick Convention Visitors Bureau, and the following Chambers of Commerce: Block Island, Charlestown, East Bay, East Greenwich, Jamestown, Narragansett, Newport County, North Kingstown, Southern RI, and Westerly-Pawcatuck