

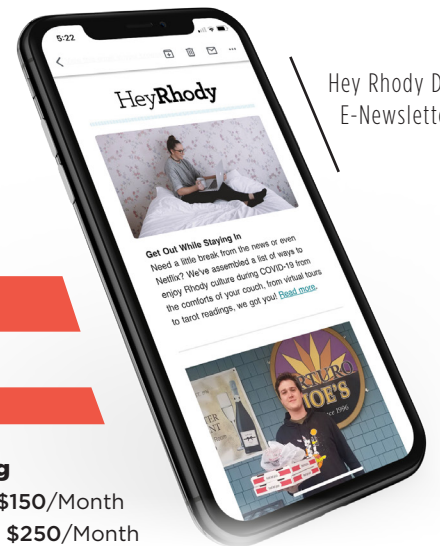
Providence Media presents:

DIGITAL MARKETING SOLUTIONS

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.



About Providence Media Digital Solutions

Providence Media's suite of websites have:

***30,000+** Unique Vistors per month average

***49,500+** Pageviews per month average

- HeyRhody.com
- ProvidenceOnline.com
- SoRhodeIsland.com
- TheBayMagazine.com

*based on 2019 calendar year

HEY RHODY NEWSLETTER

3x per week

8,500+ email subscribers

Sent Monday, Wednesday and Friday

FACEBOOK

Collectively, Providence Media reaches over **36,000 followers** on our 4 Facebook pages:

- Facebook.com/HeyRhody
- Facebook.com/PVDMonthly
- Facebook.com/TheBayMagazine
- Facebook.com/SoRhodeIslandMag

INSTAGRAM

Collectively, Providence Media reaches over **14,500 followers** on our 3 Instagram accounts:

@HeyRhody @PVDMonthly @So_RIMag

Digital Display Advertising:

Website Display Advertising

Inline Rectangle 300 x 250px: \$150/Month

Wide Skyscraper 300 x 600px: \$250/Month

Hey Rhody Newsletter

Inline Rectangle 300 x 250px: \$125/Run*

Full Width 600 x 250px: \$200/Run*

*Run = 3 Newsletter Days. To be used within 30 days of purchase date and scheduled at time of purchase

Sponsored Post Advertising:

Facebook: \$250 | All 4 accounts, 1 post/account **36,000+ followers**

Instagram: \$150 | All 3 accounts, 1 post/account **14,500+ followers**

SPONSORED CONTENT PACKAGE: \$600

Websites | Newsletter | Instagram | Facebook

350 word article copywritten to suit by our editorial team

Featured on our home page for 1 month, published (abridged) in newsletter 1x during the first week of publishing with link to full article, sponsored article shared 1x by each Instagram and Facebook account within the month of publishing.

Get extra value by adding display advertising to your package

WEB

Inline Rectangle: \$100/Month

Wide Skyscraper: \$175/Month

NEWSLETTER

Inline Rectangle: \$75/Run

Full Width: \$150/Run

Interested in Social Media Consulting?

Check out our service details on page 2

For more information or a custom quote, contact your Account Manager or call Sascha at 401.749.8646

DIGITAL DISPLAY AD SPECS



All display advertising design is complimentary 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.

Providence Media is RI's leading lifestyle magazine publisher. We produce four monthly titles: Hey Rhody, Providence Monthly, SO Rhode Island, and The Bay magazine. As well as our summer seasonal magazine So Summer.

Specifications:



Advertiser to provide

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



Do you want to grow your SOCIAL MEDIA PRESENCE?

Let's start with one simple fact:

your business needs a social media presence.

It doesn't matter if you run a small local shop or a big national company. Social media is an essential piece of your business marketing strategy.

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. Social Media is not a passing trend.

Our Social Media Consultant will help your business:

- Increase traffic (both foot & digital)
- Increase engagement
- Optimize your engagement strategies
- Optimize brand awareness
- Grow your audience

Packages starting at just \$500/month

For details or a custom quote

Contact Sascha: 401.749.8646 | Sascha@ProvidenceOnline.com