

the Bay

Rates & Requirements

Advertising Rates

Price is per issue	Open	6x	9x	Annual
1/6	\$275	\$240	\$225	\$210
1/3	\$480	\$420	\$400	\$370
1/2	\$770	\$670	\$660	\$600
2/3	\$900	\$750	\$730	\$710
Full Page	\$1,340	\$1,215	\$1,160	\$1,050
Cover	\$1,750	\$1,500	\$1,520	\$1,260

Specialty Sizes

Price is per issue	Open	6x	9x	Annual
Local Spot	\$175	\$162	\$154	\$130
Marketplace: Display 1/12	\$149	\$138	\$131	\$110
Marketplace: Display 1/6	\$260	\$225	\$216	\$180
Marketplace: Display 1/3	\$454	\$395	\$380	\$315
Business Spotlight	N/A	\$195	N/A	N/A



Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.



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.

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 11.125"h
Business Focus	2.375"w x 3.0625"h

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

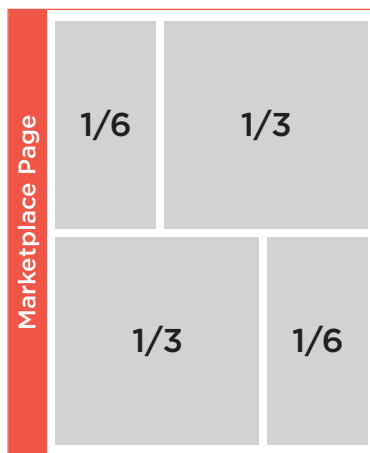
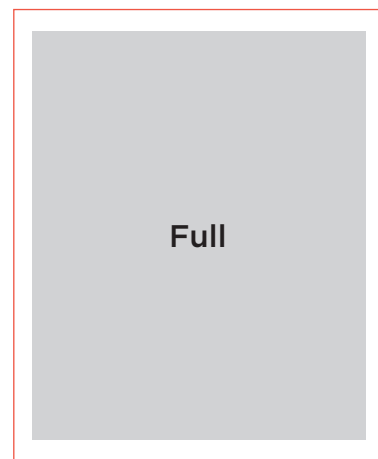
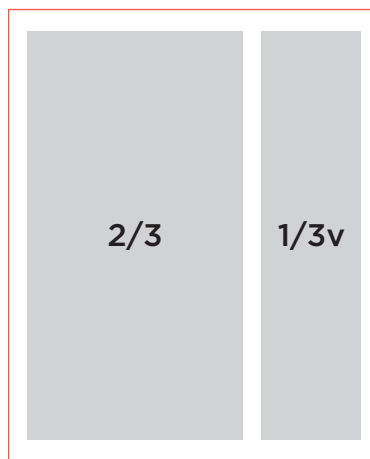
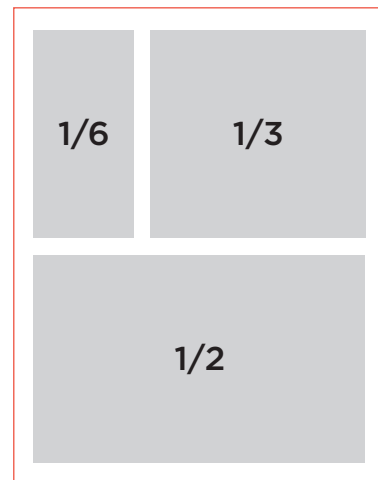
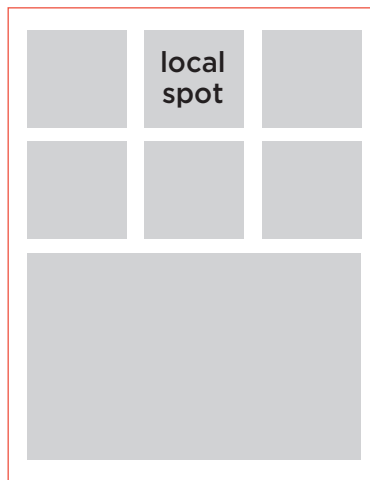
Requirements

- 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.



Special Pages & Rates: Business Spotlight Runs in Providence Monthly with a six month commitment. Includes one business spotlight story within a six-month term.

Marketplace Rates: Advertisers that are grouped on a geographical or thematic page are eligible for 15% off the frequency rate.

Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.