

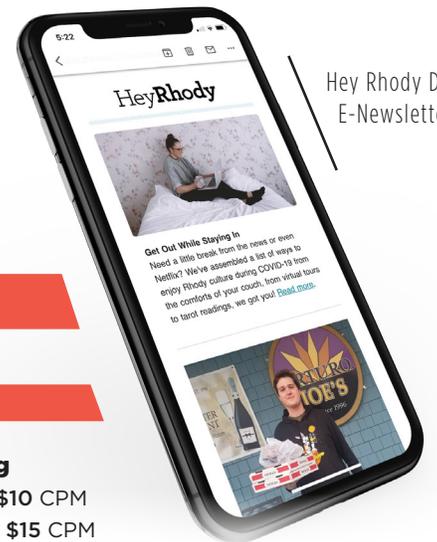
Providence Media presents:

# 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.



Hey Rhody Daily E-Newsletter

## About Providence Media Digital Solutions

Providence Media's suite of websites have:

**\*30,000+** Unique Visitors 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: \$10 CPM**

**Wide Skyscraper 300 x 600px: \$15 CPM**

CPM: Cost per 1,000 Impressions

#### 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: \$10 CPM**

**Wide Skyscraper: \$15 CPM**

#### 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

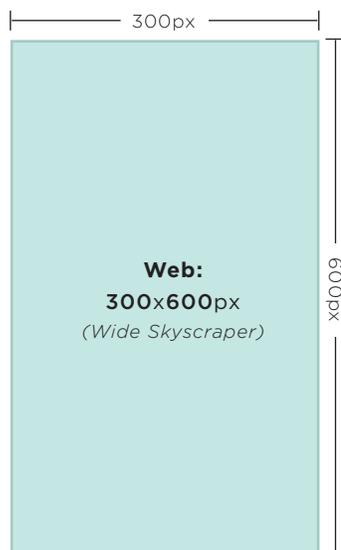
# DIGITAL DISPLAY AD SPECS



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](mailto:Sascha@ProvidenceOnline.com)