

SO Rhode Island

SO Rhode Island has been the leading lifestyle magazine in Southern Rhode Island since 2006, connecting communities from East Greenwich to Westerly.

Magazine: SO Rhode Island
Reach: Free controlled saturation in high-traffic locations in East Greenwich, North Kingstown, Jamestown, Wakefield, South Kingstown, Narragansett, Charlestown, Westerly, and towns and villages in between
Distribution: 15,000 issues

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



DOUBLE ISSUE for SUMMER 2021

SO Rhode Island and SO Summer have joined 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.

For editorial pitches and consideration, please email Elyse@providenceonline.com. Content subject to change.



+5% off with auto pay!

Advertising Rates

Price is per issue	1x	6x	9x	12x
Spot	\$178	\$160	\$152	\$143
1/6	\$290	\$260	\$245	\$230
1/3	\$505	\$455	\$430	\$405
1/2	\$805	\$685	\$650	\$610
2/3	\$945	\$810	\$765	\$715
Full Page	\$1,400	\$1,200	\$1,140	\$1,070
Cover	\$1,850	\$1,600	\$1,500	\$1,400

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

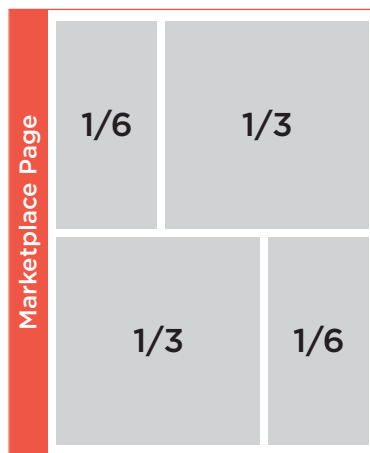
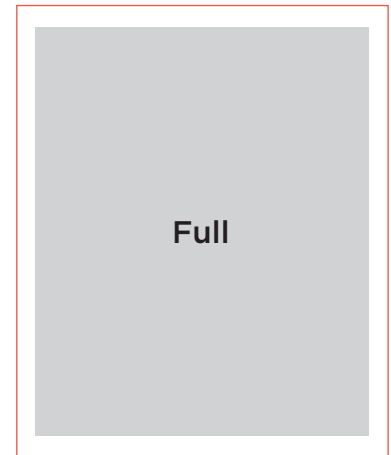
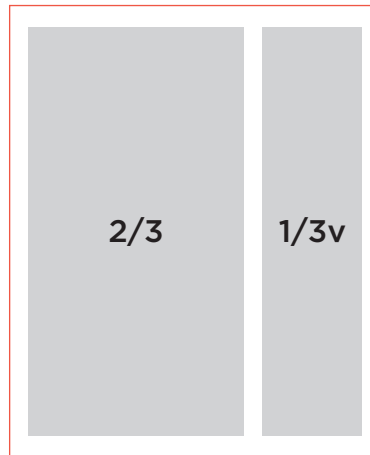
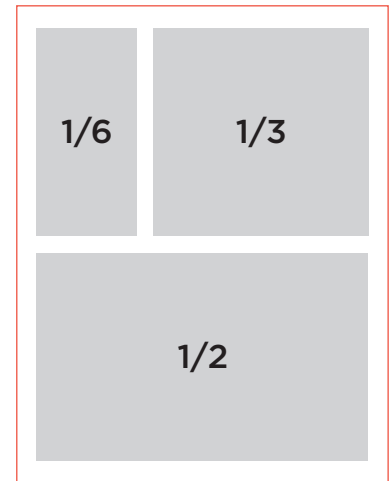
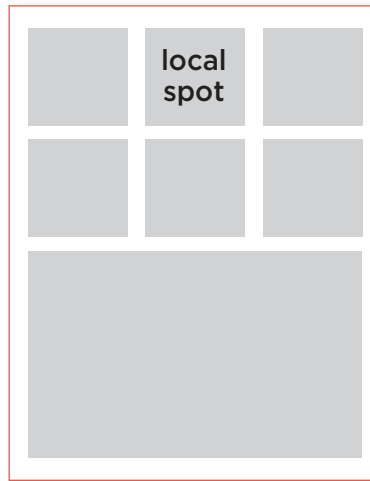
Requirements

- 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.