

BEACON COMMUNICATIONS



PUBLISHERS OF:

Warwick Beacon
Cranston Herald
Johnston Sun Rise
Penny\$aver
PrimeTime Magazine
ChamberWorks

SALES MANAGEMENT FOR:

The Rhode Island
Newspaper Group

ADVERTISING RATES **FEBRUARY 1, 2010**

1944 Warwick Avenue
Warwick, RI 02889
Telephone: 401-732-3100
Fax: 401-732-3110

www.RhodyBeat.com

BEACON COMMUNICATIONS

Beacon Communications is a publishing and sales management company. Its principal newspaper is the twice-weekly *Warwick Beacon*, serving Rhode Island's second largest city. In addition to the *Beacon*, the company owns and publishes two weekly newspapers, the *Cranston Herald* and the *Johnston Sun Rise*, serving Cranston and Johnston respectively; a weekly shopping guide, the *PennySaver*; a business publication, *ChamberWorks*; and a senior-oriented publication, *PrimeTime Magazine*. Beacon Communications owns and manages RhodyBeat.com – a community website including content from all of our publications, news, contests, local blogs, classified advertising – plus many links of interest.

Beacon Communications also functions as the sales management company for RING, the Rhode Island Newspaper Group. Established 30 years ago, RING is an association of five publishing companies representing 19 weekly newspapers. With one call, one order and one bill, advertisers reach almost 135,000 homes in Rhode Island and southeastern Massachusetts. Every paper is audited and is locally edited to its community. Eleven of the publications are sold by subscription and distributed by mail, carrier or at a newsstand. RING is the best marketing tool for advertisers who want to reach Rhode Island's extensive network of community newspapers with one phone call.

■ Personnel

Corporate

President & Publisher	John I. Howell, Jr.	johnh@RhodyBeat.com
General Manager	Richard G. Fleischer	richardf@RhodyBeat.com
Credit Manager	Lynne Taylor	lynnet@RhodyBeat.com

■ National Advertising Representative

RHODE ISLAND NEWSPAPER GROUP • RING

www.rinewspapergroup.com

1944 Warwick Avenue

Warwick, RI 02889

Tel. 401-732-3100

FAX 401-732-3110



Managed by Beacon Communications, Inc.

National Account Manager Lisa Mardenli lisam@RhodyBeat.com

Commission

Advertising rates are not commissionable.



■ General Rate Policy

- All advertising is subject to the publisher's approval.
- Terms: Cash with copy until credit is established with Credit Department. Payment required thirty (30) days from date of statement. A service charge of 1 1/2% per month (18% per annum) will be charged on unpaid balances over thirty (30) days.
- Advertising, if contingent upon position, will be charged a 25% premium above earned rate.
- All advertising and editorial material in whole or in part designed and/or composed by BC may not be reproduced without the express written permission of BC.
- The publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policy statements.
- BC shall not be liable for errors or omissions in, or failure to insert, any advertisement for which it may be responsible beyond the cost of the actual space occupied by the item in which error or omission or failure to insert occurred. Advertisers will be entitled to refund of advertisement price or insertion in next issue at advertiser's option.
- Advertisers and advertising agencies will indemnify and hold harmless BC, its officers, agents, directors, employees and contractors for all contents supplied to publisher, including text, representations and illustrations of advertisements printed and for any claims arising from contents including, but not limited to defamation, libel, invasion of privacy, copyright infringement and plagiarism.
- BC shall not be liable for failure to print, publish or circulate all or any part of an issue in which advertisement accepted by the publisher is contained, if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of BC.
- New advertising and copy changes on proofs will not be accepted after deadline.
- All political advertising shall be prepaid and shall be labeled as such. All political advertising shall be accorded the earned rate in all our publications.
- Publisher reserves the right to increase the rates stipulated in this rate card at any time on thirty (30) days notice in writing. Advertiser is accorded the right to cancel his contract without penalty at any date upon which higher rates are made effective by the publisher.

■ Display Advertising Rates*

	OPEN	4 X'	13 X'	26 X'	52 X'
Warwick Beacon	\$12.45	\$11.34	\$9.75	\$9.45	\$9.19
Cranston Herald	\$9.19	\$8.14	\$7.61	\$7.09	\$6.72
Johnston Sun Rise	\$9.19	\$8.14	\$7.61	\$7.09	\$6.72
PennySaver	\$9.19	\$8.14	\$7.61	\$7.09	\$6.72

Combination Rates

Two Papers	\$17.55	\$16.23	\$14.60	\$14.07	\$13.40
Three Papers	\$22.17	\$20.54	\$18.91	\$18.39	\$16.76
Four Papers	\$24.27	\$21.91	\$20.80	\$19.75	\$18.91
Five Papers	\$25.95	\$25.43	\$23.26	\$22.16	\$20.55

Newspaper combination rates apply to both editions of the Warwick Beacon (Tuesday, Thursday), the Cranston Herald, the Johnston Sun Rise, and the PennySaver. All advertising must appear within the same week.

The PennySaver is a free shopping guide available at hundreds of locations throughout Warwick, Cranston, West Warwick and East Greenwich. This publication is priced right to get the maximum results for a minimum investment.

*All rates are per column inch/net.

RING: RHODE ISLAND NEWSPAPER GROUP*

one call one order one bill

RING is an association of nineteen community newspapers, offering statewide distribution in a convenient one call, one order, one bill system. The nineteen papers are: Warwick Beacon, Cranston Herald, North East Independent, Bristol Phoenix, Barrington Times, Sakonnet Times, Warren Times Gazette, Somerset Spectator, Valley Breeze & Observer, Pawtucket Valley Breeze, Johnston Sun Rise, North Providence Breeze, Cumberland/Lincoln Valley Breeze, North Smithfield/Woonsocket Valley Breeze, The East Providence Post, The Seekonk Star, South County Independent, Westport Shorelines and Newport This Week. *Separate rate kit available

19 Papers	OPEN	4 X	13 X	26 X	52 X
	\$91.50	\$89.00	\$87.00	\$85.00	\$84.00

OUR MONTHLY PUBLICATIONS

PRIMETIME MAGAZINE

	OPEN	3 X	6 X	9 X	12 X
Full Page	\$1460	\$1240	\$1110	\$1050	\$990
3/4 Page	\$1210	\$970	\$880	\$830	\$790
1/2 Page	\$860	\$690	\$620	\$600	\$525
1/4 Page	\$470	\$390	\$350	\$330	\$295
1/8 Page	\$310	\$250	\$200	\$185	\$170

PrimeTime is our statewide monthly magazine devoted to issues of life and living in the prime of your life.

CHAMBERWORKS

Full Page	\$720	\$640	\$600	\$575	\$520
3/4 Page	\$540	\$480	\$450	\$432	\$390
1/2 Page	\$360	\$320	\$300	\$288	\$260
1/4 Page	\$180	\$160	\$150	\$144	\$130
1/8 Page	\$90	\$80	\$75	\$72	\$65
1/16 Page	\$50	\$45	\$40	\$38	\$35

ChamberWorks is the monthly publication of the Central Rhode Island Chamber of Commerce. It is mailed free of charge to 1,500 businesses throughout Kent County.

■ Inserts

Inserts are available for individual papers at a cost of \$45.00 per thousand. Partial runs (zones) are available at a cost of \$60.00 per thousand. Inserts are also available in the RI Newspaper Group at \$41 per thousand (full distribution - 135,000 required). Lesser amount accepted at a premium rate.

- Insert price based on standard 8.5"x11" single sheet (.2 oz.). Additional weights/sizes may affect pricing.
- Split runs available for free-standing inserts only. (Not available in RI Newspaper Group.)
- Please call for shipping information. • Minimum billing – 2,000

■ Web Advertising

Beacon Communications manages three distinct websites warwickonline.com • cranstononline.com • johnstonsunrise.net Advertising is available on all three websites and includes, but not limited to, banners, listings and sponsorships

■ Color Rates

Color is available in any publication for an additional charge of \$125 per publication. Rate is for spot or full color.

■ Special ROP Rates

Business Profiles: \$29.00 per week per paper. Requires 12-week contract. Available in the Beacon, Herald, SunRise and PennySaver. Advertising and stories will be posted on the respective websites.

Business Card Directory: \$32.00 per week. Requires 13-week contract. Ad appears in 13 issues of the Beacon and Herald and 3 issues of PrimeTime.

■ Special Services

Typesetting, layout, and printing services available. Please call for price quotes.

■ Special Days/Pages/Features

BC produces special pages and sections throughout the year that cover a wide variety of topics. Notices of special sections will appear in the newspapers at least a month before publication and further information can be obtained from display advertising personnel: (401) 732-3100.

■ ROP Depth Requirements*

BROADSHEET: 1 to 6 column, broadsheet page size: 6 columns X 21 inches. Advertisement over 18 inches in depth will be charged for full 21 inches*.

Double truck advertisements will be charged at 13 columns.

TABLOID: 1 to 5 columns, tabloid page size: 5 columns X 16 inches. Advertisements over 14 inches in depth will be charged for full 16 inches.

Double truck advertisements will be charged at 11 columns. Ads may be reduced up to 5%.



*Ads at 21 inches tall will NOT have a page folio. If you would like the page folio, ads must be 20.5 inches tall.

■ Contract and Copy Regulations

Frequency discounts apply only to consecutive weeks. Size and copy can be changed. Contracts not fulfilled will be short rated to the earned rate.

■ ROP Deadlines

Publication/Section	Deadline
Warwick Beacon	10 a.m. Monday for Tuesday 10 a.m. Wednesday for Thursday
Cranston Herald	10 a.m. Tuesday for Thursday
Johnston Sun Rise	12 p.m. Tuesday for Thursday
PennySaver	10 a.m. Thursday for Sunday
PrimeTime	10 a.m. first day of every month
RING	5 p.m. preceding Thursday

■ Mechanical Requirements

BROADSHEET: 6 columns to page ROP — image area 10.5" wide X 21" deep. Double truck 20.5" x 21".

TABLOID: 5 columns to a page ROP — image area 10" wide X 16" deep. Double truck 21" x 16".

1 column	1.65"	1 2/3"
2 columns	3.42"	3 7/16"
3 columns	5.19"	5 13/16"
4 columns	6.96"	7"
5 columns	8.73"	8 3/4"
6 columns	10.5"	10 1/2"

PRINTED BY WEB OFFSET

SCREEN REQUIREMENTS: 85 lines

DPI: 300

COMPOSITION: There is no charge for composition (except for display ads composed but not published).

■ Classified Advertising Rates

See Separate Rate Card

■ Circulation

All circulation is audited by Certified Audit of Circulation Inc. (CAC). Audit reports are available at the main office.

■ Electronic Transmission

The Production Department of Beacon Communications is PC based. All ads should be sent using ".pdf" file formats, which removes most incompatibility problems. Files may be sent to lisab@rhodybeat.com. Please put which publication the ad is for in the subject line as well as date the ad is scheduled to start.



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