

# 2023 MEDIA KIT



**Printed & Digital  
Newspaper**

**Website Development  
YouTube Videos  
FaceBook & Instagram Ads**

**Get Noticed  
with Your Sign  
Here!**



with  
Mid-State Delivery  
In-Store Display  
Advertising



Stop & Shop



The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940  
Phone 401-919-5930 Fax 401-633-6159 Email: [riwave@rhodeislandwave.com](mailto:riwave@rhodeislandwave.com)

The Rhode Island Wave is distributed freely at grocery stores, convenience stores, and various locations throughout the entire state of Rhode Island. Print Edition: Tabloid format 10,000 Printed & Distributed monthly Digital Edition: Flip book format Emailed monthly 2,300+

### Display Ad Rates

Rates reflect full color (CMYK) composition. Ads will appear in both print and digital editions, except where noted. Should you be unable to produce a PDF, you may send your ad to us in any of the following formats: Adobe InDesign or Photoshop.

	x1	x3	x6	x12
Full Page	\$600	\$550	\$500	\$450
Magazine Page	\$400	\$350	\$325	\$300
One-Half Page	\$300	\$250	\$225	\$200
One-Quarter Page	\$150	\$140	\$130	\$120
One-Eighth Page	\$100	\$90	\$80	\$70
Business Card	\$75	\$60	\$50	\$40

### Display Ad Specs (WxH)

Full Page 10.65" x 10.65"
Magazine Page 7.5" x 9"
Half Page Horizontal 10.65" x 5.325"
Half Page Vertical 5.325" x 10.65" high
Quarter Page 5.325" x 5.325" high
Quarter Page Horizontal 5.325" x 2.66"
Eighth Page 5.325" x 2.66"
Business Card 3.5" x 2.0"

**Digital Ad Package \$100 Per Month**

Boasted Facebook & Instagram Ad AND www.RhodeIslandWave.com Ad Placement

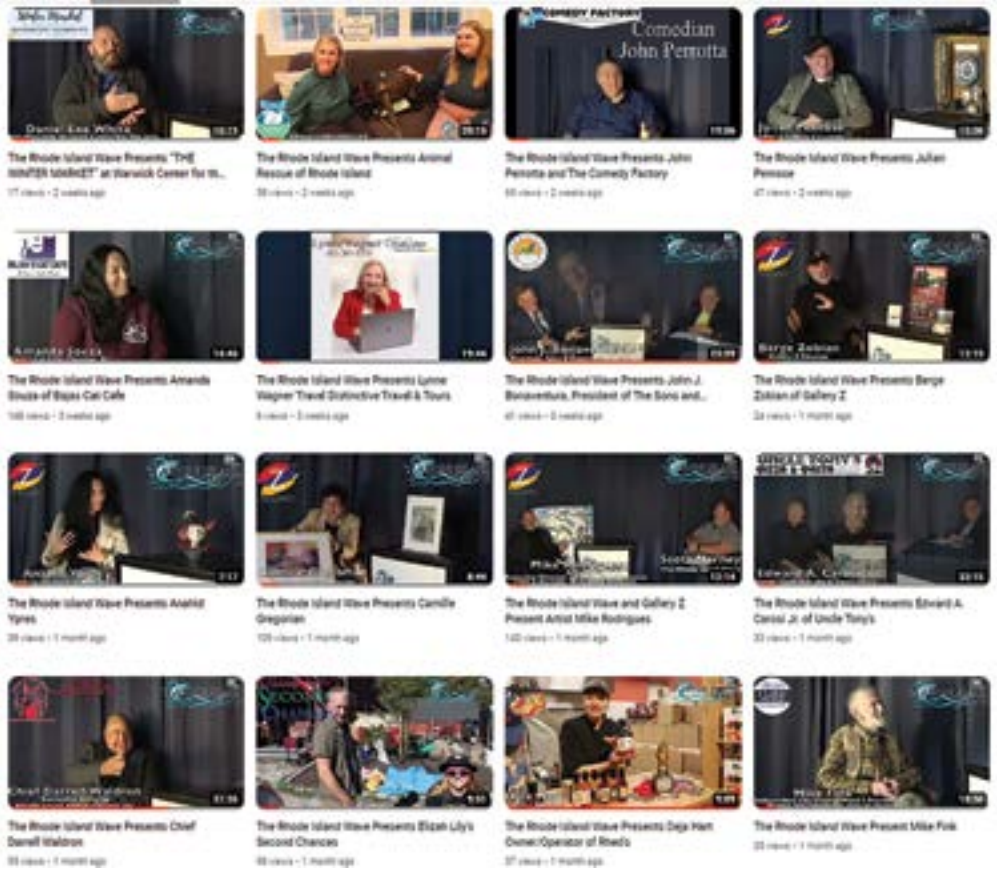
Full Page Magazine Page 1/2 Vertical 1/2 Horizontal

1/4 Standard 1/4 Horizontal 1/8 Standard Product & Services



# Video Production Services!

Scan QR code to see samples on our YouTube Page



The Rhode Island Wave offers affordable Video Production Services. Come to us in our pop-up studio to talk about your business or event, or we can come to you and do a video tour at your place of business.

We record interviews on Tuesdays at the Cowesett Inn, 226 Cowesett Avenue, West Warwick, RI 02893. Book your interview today! Call 401-919-5930. Videos are edited, placed on our YouTube and Facebook pages, and can be embedded in the client's website. All advertisers, who purchase at least 3 ads, are invited to come in for an interview or have a video tour made of their place of business and have a short story about their business placed in the print edition of the paper. We can also come to your event and record video interviews.

**2023 EDITORIAL CALENDAR**

ISSUE	DEADLINE
JANUARY	Happy New Year December 14
FEBRUARY	Valentine's Day January 18
MARCH	St. Patrick's/St. Joseph's Day February 15
APRIL	Easter/Spring March 15
MAY	Mother's Day Festivals April 19
JUNE	Father's Day May 17
JULY	Independence Day June 21
AUGUST	Summer Fun July 19
SEPTEMBER	Back to School August 16
OCTOBER	Italian American History September 20
NOVEMBER	Thanksgiving/Native Am. October 18
DECEMBER	Christmas November 15

The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940  
 Phone 401-919-5930 Fax 401-633-6159 Email: riwave@rhodeislandwave.com

## Rhode Island Wave is FREE And Available At The Following Delivery Drops

We distribute through several different distribution chains. We will be using Mid State Delivery of Johnston, RI, Special Delivery of East Greenwich, RI and our own in house driver to deliver to our advertisers and contributors.

### Stop & Shop Locations:

- 90 Frenchtown Rd., North Kingstown
- 1300 Ten Rod Rd., North Kingstown
- 605 Metacom Ave, Bristol
- 300 Quaker Lane, Warwick
- 900 Tiogue Ave., Coventry
- 2470 Warwick Ave, Warwick
- 575 Greenwich Ave., Warwick
- 204 Garfield Street, Cranston
- 200 Atwood Ave., Cranston
- 11 Commerce Way, Johnston
- 1128 Mineral Spring Ave., North Providence
- 446 Putnam Pike, Greenville
- 622 Gw Highway (Lincoln Mall Plaza)
- 275 Warwick Ave., Cranston
- 595 Smithfield Rd., North Smithfield
- 1360 West Main Rd., Middletown
- 199 Connell Highway, Newport

Clement's Market - Portsmouth

Charlestown Market, Charlestown

Eastside Market - Providence

Roch's Market

- Narragansett And West Warwick

Providence Visitor's Center, 1 Sabin Street, Providence

### Shaws Supermarkets

- 8 Chapel Hill Blvd. (Garden City) Cranston
- 15 Smithfield Rd., North Providence
- 160 Old Tower Rd., Wakefield
- 320 Warwick Ave., Warwick
- 71 East Main Rd., Middletown
- 186 County Rd., Barrington

### Dave's Market

- 2 North Kingstown Stores
- East Greenwich
- Coventry
- 2 Warwick Stores
- 2 Smithfield Stores
- Cumberland
- Cranston

### Tom's Market

- Tiverton, Coventry And Warren

### Seabra Supermarket

- Cumberland, Bristol, South Attleboro

### Bridgido Markets

- North Scituate, North Smithfield and Passcoag

Chalkstone Market, Providence

Caserta's Pizza, Providence, RI

Cowesett Inn, West Warwick, RI

And various other Stores, Restaurants and Bars!

Available On Line

and In Print!

Back Issues Stay Online



**The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940**  
**Phone 401-919-5930 Fax 401-633-6159 Email: [riwave@rhodeislandwave.com](mailto:riwave@rhodeislandwave.com)**

# Grocery Store Program Local Business Advertising

## GROCERY STORE DEMOGRAPHIC

- Foot traffic is 12,000 -15,000 per store/per week
- 74% are between ages 18-54
- 65% of shoppers are female
- 35% of shoppers are male
- 32% of shoppers are college graduate
- 28% house incomes are \$75,000+

Source: Visitor demographics are averages based on third part research conducted on national stores.

## ADDITIONAL INFORMATION

- Graphic design assistance provided
- Affordable billboard packages
- Volume discounts available

Media Rack Header

28.5" Wide x 22" High

## ADVERTISING PACKAGES

- Premium Large Billboards
- Brochure Distribution in card slots

## ARTWORK

- All ads can be 4-color design, near photographic quality
- Take One Cards can be double-sided
- Artwork and photographs delivered digitally

**Get Noticed  
with Your Sign  
Here!**



Grocery stores are the one place to reach your entire demographic.

**Get Noticed  
with Your Sign  
Here!**

Thousands of Newspapers and Magazines are distributed each month through our grocery store racks. Place Your Brand On Top Today!



**Get Noticed  
with Your Sign  
Here!**



The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940  
Phone 401-919-5930 Fax 401-633-6159 Email: riwave@rhodeislandwave.com

# Grocery Store Program Local Business Advertising

## Store Locations and Pricing



Stop & Shop Locations	
90 Frenchtown Rd.,	North Kingstown
1300 Ten Rod Rd.,	North Kingstown
605 Metacom Ave.,	Bristol
300 Quaker Lane,	Warwick
900 Tiogue Ave.,	Coventry
2470 Warwick Ave.,	Warwick
575 Greenwich Ave.,	Warwick
204 Garfield Street,	Cranston
200 Atwood Ave.,	Cranston
11 Commerce Way,	Johnston
1128 Mineral Spring Ave.,	North Providence
446 Putnam Pike,	Greenville
622 Gw Highway	(Lincoln Mall Plaza)
275 Warwick Ave.,	Cranston
595 Smithfield Rd.,	North Smithfield
1360 West Main Rd.,	Middletown
199 Connell Highway,	Newport



Shaws Supermarkets Locations	
8 Chapel Hill Blvd.	(Garden City) Cranston
15 Smithfield Rd.,	North Providence
160 Old Tower Rd.,	Wakefield
320 Warwick Ave.,	Warwick
71 East Main Rd.,	Middletown

### Premium Large Billboards Pricing

- \$175 per month per store for 3 months.
- \$150 per month per store for 6 months.
- \$125 per month per store for 9 months.
- \$100 per month per store for 12 months.

		Number of Months			
		3	6	9	12
Number of Stores	1	\$525	\$900	\$1,125	\$1,200
	2	\$1,050	\$1,800	\$2,250	\$2,400
	3	\$1,575	\$2,700	\$3,375	\$3,600
	4	\$2,100	\$3,600	\$4,500	\$4,800
	5	\$2,625	\$4,500	\$5,625	\$6,000
	6	\$3,150	\$5,400	\$6,750	\$7,200
	7	\$3,675	\$6,300	\$7,875	\$8,400
	8	\$4,200	\$7,200	\$9,000	\$9,600
	9	\$4,725	\$8,100	\$10,125	\$10,800
	10	\$5,250	\$9,000	\$11,250	\$12,000
	11	\$5,775	\$9,900	\$12,375	\$13,200
	12	\$6,300	\$10,800	\$13,500	\$14,400
	13	\$6,825	\$11,700	\$14,625	\$15,600
	14	\$7,350	\$12,600	\$15,750	\$16,800
	15	\$7,875	\$13,500	\$16,875	\$18,000
	16	\$8,400	\$14,400	\$18,000	\$19,200
	17	\$8,925	\$15,300	\$19,125	\$20,400
	18	\$9,450	\$16,200	\$20,250	\$21,600
	19	\$9,975	\$17,100	\$21,375	\$22,800
	20	\$10,500	\$18,000	\$22,500	\$24,000
	21	\$11,025	\$18,900	\$23,625	\$25,200
	22	\$11,550	\$19,800	\$24,750	\$26,400

**Brochure Distribution \$10 Per month per store**  
**Newspaper and Magazine Delivery .10 per copy**  
**distributed evenly in all stores ex 3000 copies = \$300**