

2024 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



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



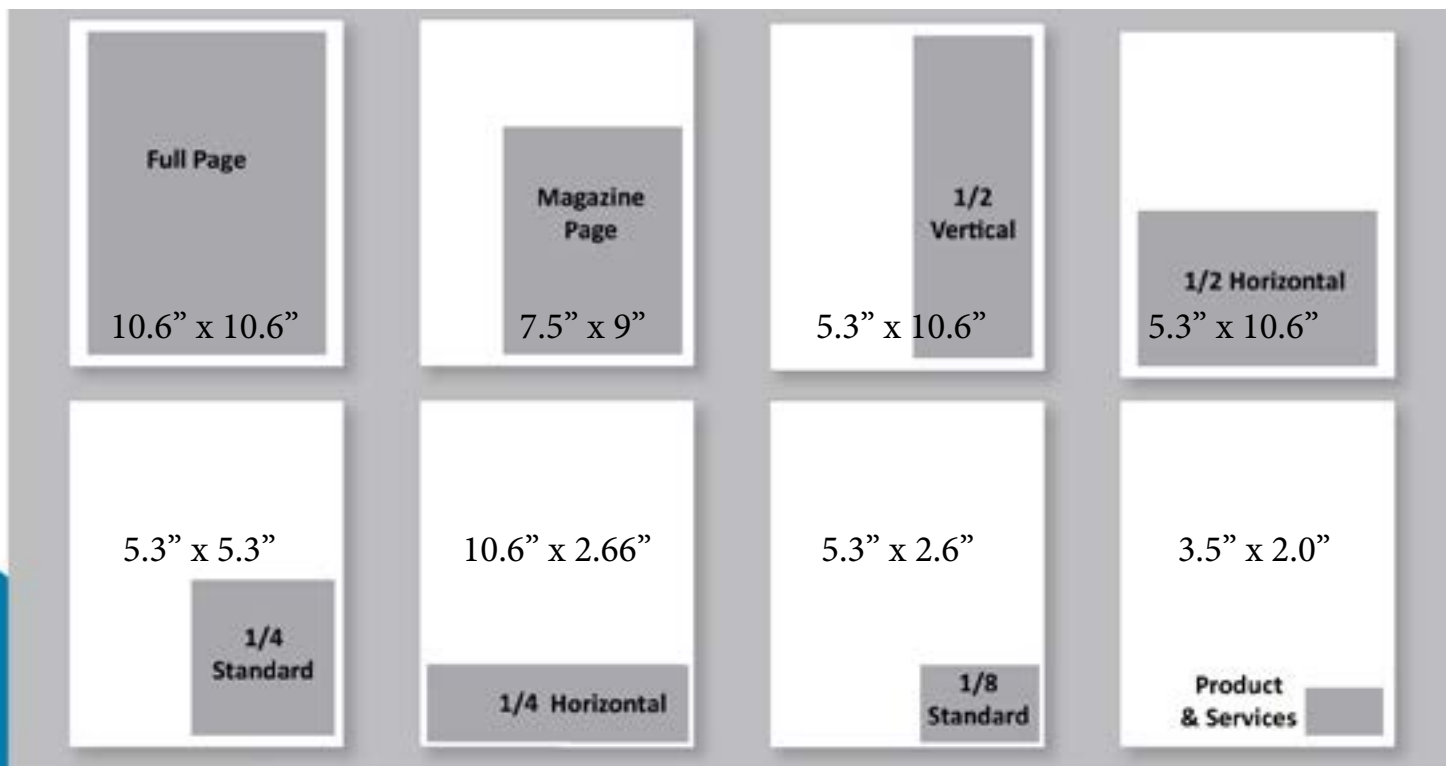
Display Ad Rates

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	x9	x12
Full Page	\$600	\$550	\$500	\$450	\$400
Magazine Page	\$400	\$375	\$350	\$325	\$300
One-Half Page	\$300	\$275	\$250	\$225	\$200
One-Quarter Page	\$150	\$145	\$140	\$130	\$125
One-Eighth Page	\$100	\$95	\$90	\$85	\$80
Business Card	\$75	\$70	\$65	\$60	\$55

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 10.65" x 2.66"
Eighth Page 5.325" x 2.66"
Business Card 3.5" x 2.0"



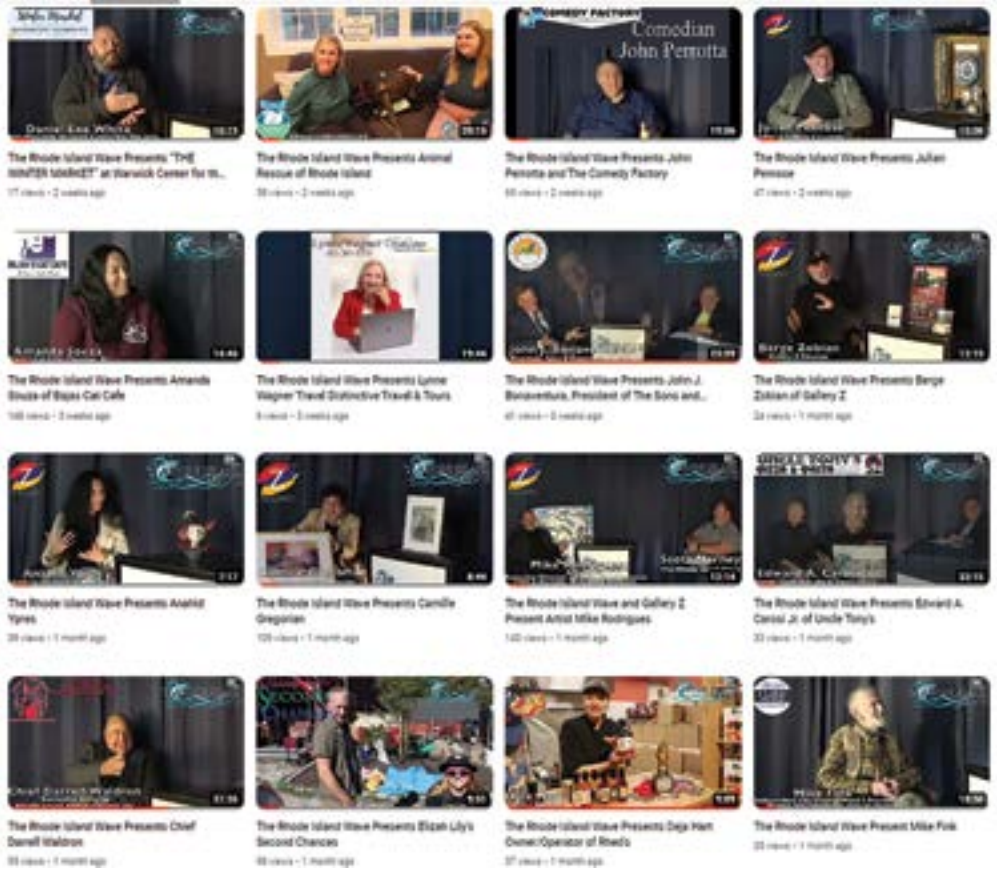
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Phone 401-919-5930 Fax 401-633-6159 Email: riwave@rhodeislandwave.com



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.

	ISSUE	DEADLINE
	2024 EDITORIAL CALENDAR	JANUARY
	FEBRUARY	January 17, 2024
	MARCH	February 14, 2024
	APRIL	March 20, 2024
	MAY	April 17, 2024
	JUNE	May 22, 2024
	JULY	June 19, 2024
	AUGUST	July 17, 2024
	SEPTEMBER	August 21, 2024
	OCTOBER	September 18, 2024
	NOVEMBER	October 16, 2024
	DECEMBER	November 20, 2024

The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940
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Rhode Island Wave is FREE And Available At The Following Delivery Drops

The Rhode Island Wave is distributed freely at grocery stores, convenience stores, and various locations throughout the entire state of Rhode Island. We distribute through several different distribution chains. We use Mid State Delivery of Johnston, RI, Special Delivery of East Greenwich, RI along with our own in house driver to deliver to our advertisers and contributors. Print Edition: Tabloid format 10,000 Printed & Distributed monthly Digital Edition: Flip book format Emailed monthly 2,300+

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



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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!



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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
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

Number of Stores

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



Advertising Agreement

Client Information

Company Name _____ Purchase Order# _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Ad Contact _____

Telephone _____

Email _____

Payment Contact _____

Telephone _____

Email _____

Specification (special instructions at bottom)

Ad Size _____ Frequency _____

Beginning Issue _____ Ending Issue _____

Amount per Ad \$ _____

Name on Card _____

Card type _____ # _____ - _____ - _____ - _____

Security Code _____ Billing Zip _____ Exp. ____/____

Please Note: We require a Visa, Master Card or American Express number on file, which is valid for the period of time indicated by the advertising contract. We will not use the credit card unless you request its use. However, all advertising must be paid upon receipt of invoice. In the event that the advertisement is not paid receipt of invoice, the credit card will be charged for advertising.

Table with 2 columns: Ad Dimensions / Price Per Issue. Rows include Full Page (\$600), Half Page Horizontal (\$300), Half Page Vertical (\$300), Quarter Page Square (\$150), Quarter Page Strip (\$150), Eighth Page (\$100), and Business Card (\$75).

Monthly Cost \$ _____ Check Sent Date _____ RI Wave Account Manager / Sales Rep _____

Client Signature _____ Date _____

Client Name (Please Print) _____ Title _____

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