



ADVERTISING RATES 2022



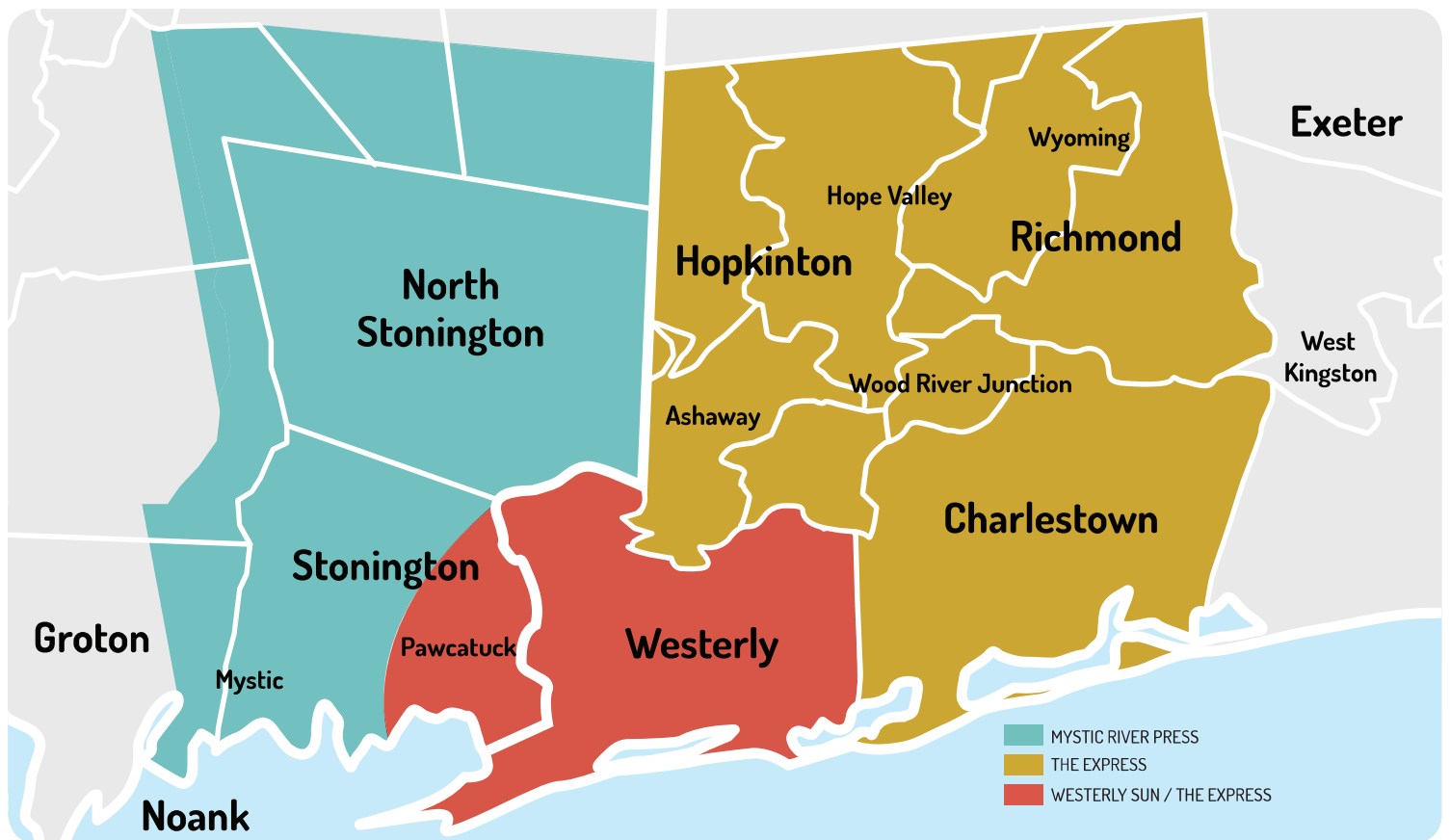
The Westerly Sun | thewesterlysun.com | Mystic River Press | The Express



90 High Street, Wakefield, RI | 401-388-8575

**MEDIA THAT MOVES
YOUR BUSINESS FORWARD >>**

PRINT COVERAGE MAP



POLICIES

GENERAL POLICIES

- Advertising accepted subject to approval of the publisher, who reserves the right to reject in whole or in part any copy or insert submitted for publication.
- Publisher reserves right to revise advertising rates. Contract rates subject to change. (In the event of such a change, advertiser may terminate contract upon 30 days notice)
- Advertising which simulates editorial content will be headed by the word "ADVERTISEMENT." WS, TE, and MRP news typefaces cannot be used in advertising copy.
- Advertiser and/or advertising agency or agent assumes all liability for advertisements published in print and online, or preprints inserted (including illustrations, texts, claims, etc.) and agrees to assume all responsibility for claims against WS, TE, MRP, thewesterlysun.com
- WS, TE, and MRP will exercise every care to prevent errors or omissions in print and online. Should errors occur, the Publisher assumes no financial responsibility. Publisher will furnish a letter (upon request) stating the correction, to be posted in advertiser's place of business. Errors affecting the value of the advertisement will be rerun. WS, TE, and MRP cannot assume responsibility for accuracy of information or copy placed over the telephone. Advertiser is responsible for checking accuracy of advertisement as published on the first insertion.
- Advertisements placed over the telephone are accepted only at advertiser's risk. Advertiser assumes complete responsibility for accuracy of ads once a proof has been sent to advertiser.
- Volume and frequency contracts are to be fulfilled within one year from date of contract. (No rebate will be issued for ads already published.) WS, TE, and MRP reserve the right to bill advertiser at an adjusted rate based on level of contract fulfillment. Advertisers who exceed their space frequency commitment prior to 12-month contract period may sign a new contract to earn next rate bracket they reach or may sign a new 12-month contract.
- WS, TE, and MRP will not be responsible for advertising materials left at its office for more than 2 weeks.
- WS, TE, and MRP are not responsible for improper reproduction due to improper materials provided by advertiser, or use, at the direction of advertiser, of type smaller than 6 point.
- Contract rates apply only to advertising related to regular business of advertiser, and its privileges cannot be transferred in whole or in part.
- Going out of business, liquidation, moving, fire, water or disaster sales are subject to time limitations under local ordinances or Publisher's acceptability policy and must be prepaid.
- WS, TE, MRP shall not be liable for failure to print, publish or circulate all or any part of a publication in which an 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 control of WS, TE and/or MRP.

WESTERLY THE SUN

Monday, June 13, 2016 | thewesterlysun.com

New list helps businesses find home

Team develops directory of available commercial properties

thought it would. Team Manager David M. Lynch said he had not thought a list of available commercial properties for the area. Created by Amy Tracy Lewis, director of development services at the firm, the list is available for free on the firm's website. Lynch said he had not thought a list of available commercial properties for the area. Created by Amy Tracy Lewis, director of development services at the firm, the list is available for free on the firm's website.



The Week Ahead

PRETTY FEGGY SUE
The actress of 'Beauty, The Beast' has a new role in the TV series 'The Mindy Project'.

HEY FARMER, FARMING
The state's largest farm-to-table food network is looking for more farmers to join the program.

THE FISH SUMMER POPS
The annual event is back in Wakefield, featuring live music and seafood.

MYSTIC RIVER PRESS

VOL. 26, ISSUE 52 | Thursday, December 24, 2020 | thewesterlysun.com

EXPANDING OPPORTUNITIES



THE EXPRESS

VOL. 4, ISSUE 52 | Thursday, December 24, 2020 | thewesterlysun.com

A 'CHALLENGING' HOLIDAY SEASON



Glory days at Rhody



POLICIES CONTINUED

CREDIT

- A signed, completed credit application must be submitted and approved before any credit will be extended. Cash in advance, otherwise.
- All bills must be paid in full by the end of the month following insertion.
- No other discounts or commissions allowed.
- Any accounts with outstanding balances overdue are subject to immediate cancellation of credit and contract.
- Political ads, In Memoriams, Cards of Thanks, Posting Notices, Liquor Notices and Social Notices require cash with order. Open rate applies unless otherwise indicated and prepaid in advance.
- The Westerly Sun will not extend credit for advertising orders or space reservations that claim sequential liability.

STIPULATIONS

- All advertisements accepted upon approval of the publisher. The publisher reserves the right to accept or reject any advertisement at any time.
- Ads of unusual shapes accepted on publisher's approval.
- The publisher assumes no responsibility for the omission of an advertisement or for typographical errors, but will reprint that part of the first insertion in which the error occurs if the error affects the meaning of the advertisement. It is the responsibility of the advertiser to check their advertisement for errors on the first publishing day and to notify The Westerly Sun at once if the advertisement is scheduled to be repeated.
- The publisher makes every effort to provide desired placement but will not guarantee it.
- No cancellation or changes will be made after the closing date.
- The publisher reserves the right to increase advertising rates with 30 days written notice to all contract advertisers.
- Proofs of advertisements are shown for corrections only. Revisions of any kind are subject to additional costs based on time required for such revisions and will be made providing revisions will not delay publication.

WESTERLY SUN FEATURES

Monday	Front Porch News
Tuesday	Health & Science
Wednesday	Food
Thursday	The Guide
Friday	Nascar (when in season), Places
Saturday	Automotive
Sunday	Money & Business, Color Comics, Community, Living
Dayly Sports	

PRODUCTION DEADLINES

Publications	Published	Copy Deadline
The Westerly Sun	Monday	Wednesday, Noon
	Tuesday	Thursday, Noon
	Wednesday	Friday, Noon
	Thursday	Monday, Noon
	Friday	Tuesday, Noon
	Saturday	Wednesday, Noon
	Sunday	Wednesday, Noon
Places In The Sun	Friday	Tuesday, Noon
Weekly Papers	Thursday	Wednesday, Noon

MECHANICAL SPECIFICATIONS

Broadsheet & Tabloid	Double Trucks:	Classified
column inches	12 column inches	column inches
1 1.645	Broadsheet ... 22.00	1 1.252
2 3.417	Tabloid 21.00	2 2.573
3 5.188		3 3.894
4 6.958	Full-Page Depth:	4 5.215
5 8.729	Broadsheet 21.5	5 6.536
6 10.5	Tabloid 10.25	6 7.858
		7 9.179
		8 10.5

Conditions & Terms Of Payment

Local rates are non-commissionable. Terms: Net 30 days. National rates commissionable at 15% agency commission. Service charge is 1-1/2% (18% per annum) levied on unpaid balances over 30 days. Payment for advertising is expected at time of placement unless credit application has been completed, signed, and approved by Publisher of WS, TE and MRP. Returned checks subject to \$25 fee for each occurrence.





2022 DIGITAL MEDIA SERVICES

We are a full-service digital agency with a super local focus with national reach. We can create a website for you or promote your website through Targeted Display Advertising. Target your exact customers and get your message in front of them as they are browsing the internet.

- Website Development
- Social Media Creation and Management
- Facebook Advertising
- Targeted Display
- Retargeting
- Geo Fencing
- Search Engine Marketing
- Search Engine Optimization
- E-Mail Marketing
- Promotions / Contests

Website Design

We produce fully responsive Websites for our clients that they own for the future.

SEO ready websites from the start,
3-5 pages \$199 month for 18 months and just hosting and maintenance fees after that.

Hosting and Maintenance \$99 month

Social Media Management

Today's word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new customers.

4-5 Posts per month/ \$25 boosting	\$250 per month
8 posts per month/\$25 boosting	\$399 per month
10 posts per month/\$50 boosting	\$499 per month
Each additional Channel	\$100 per month
Set-Up of Social Platform pages	\$250 1 time charge

Digital Display Advertising

Targeted Display- \$10 CPM with minimum of \$500 monthly Investment

BY GEOGRAPHY: Exact Address, City, Zip Code, DMA or State

BY DEMOGRAPHICS: Age, Gender and Income

BY BEHAVIOR: Browser History, Search Queries or History, Content Consumed as Social Media Sharing

Search Retargeting

Enables advertisers to combine the effectiveness of search with the reach and brand impact of display. Data captured while a user is searching is generally the most effective targeting data available. Advertisers are able to target prospects based on the searches they perform across the web

Site Retargeting

Targets users who have previously visited your site, while they are visiting other sites across the web. Highly effective method of converting site visitors into purchasers.

Contextual Retargeting

Target ads on pages that fall into one or more of 300 contextual categories defined by the Internet Advertising Bureau

GEO Fencing Campaigns

The most advanced location based advertising technology powered by latitude and longitude data to target specific geographic. Enables customized targeting shapes and sizes for behavioral targeting and pinpoint precision for instant targeting.

Google Adwords/PPC (pay per click)-Monthly Investment plus 40% management fee

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links. PPC gives you the opportunity to drive traffic to your website extremely fast. Increases your brand visibility and website traffic

Friends to Follow- \$100 per month, 3 month Minimum

Extend your social audience with our 1.2 million monthly page views

1. Get your social posts the exposure they deserve!
2. Control your own message!
3. It is interactive!
4. Entice those who have not yet liked your page!

Pricing

\$149/month

\$100/month with 12 month commitment

Outbound Email Campaigns

An extremely cost-effective way to communicate with prospective and existing customers. The key objective of email marketing for most businesses is to create "brand awareness." Other major benefits of email marketing include new customer acquisition and customer retention.

Business to Business

\$600 for up to 10k emails

Reddrop: Min spend of \$200

Digital Retargeting: \$500

Direct Mail: ask for pricing

Business to Consumer

\$500 for up to 10k emails

Programs available for any budget

Audio Ads:

- Streaming audio ads on podcasts, Pandora, Spotify and iHeart Radio 15/30 second commercials
- Target by location / Geo / Content / Demo
- Min. \$400/month investment

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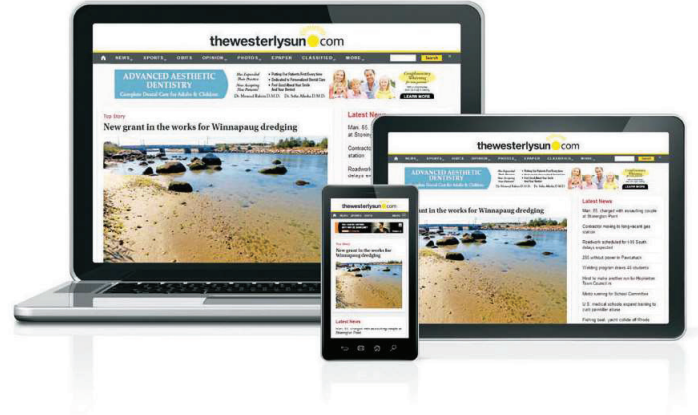
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DIGITAL ADVERTISING RATES

180,000 unique visitors per month

Over 1.3 million page views per month

POSITION	DESKTOP	MOBILE
Sliding Billboard	970x300 open 970x90 closed	320x50 Anchored Banner
Billboard	970x250	320x50 ROS
Leaderboard	728x90 ROS 970x90 ROS	320x50 ROS
Spotlight	300x250 ROS	300x250 ROS
Wide Tower	300x600 ROS	300x250 ROS



POSITION	RATE	EXPOSURE	SPECS
Sliding Billboard	\$350 for 24 hours – ROS - All Pages	Includes home page visitors mobile and desktop for site	320x50 Anchored Banner
Geo Targeted by zip Run of site	\$10 cpm \$8 cpm	Min 25K Min 50K	
Native Advertising	\$750 minimum	Home page card On story pages Mobile and Desktop Ads on story page Ad spaces ROS	Non promotional content \$100 if Westerly Sun provides content 970x300, 300x250, 320x50 10-business day lead

WoonsocketCall.com
50,000 unique visitors per month
Over 150,000 page views.

PawtucketTimes.com
30,000 unique visitors per month
Over 100,000 page views.

IndependentRI.com
40,000 unique visitors per month
Over 100,000 page views.

RICentral.com
40,000 unique visitors per month
Over 100,000 page views.

POSITION	DESKTOP	MOBILE
Leaderboard	728x90 ROS	300x50 ROS
Spotlight	300x250 ROS	300x250 ROS

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PRINT RATES

Color included in all Rates stated below

Westerly Sun

	Open Rate	6 time Rate	12 time Rate	24 time Rate	48 time Rate	Size
Solo Rates	\$19.75	\$17.75	\$16.50	\$15.50	\$13.50	
Full Page	\$2,547.75	\$2,289.75	\$2,128.50	\$1,999.50	\$1,741.50	10.5 x 21.5 (129")
1/2 Page	\$1,273.88	\$1,144.88	\$1,064.25	\$999.75	\$870.75	10.5 x 10.5 or 5.188 x 21.5 (64.5")
1/4 page	\$622.13	\$559.13	\$519.75	\$488.25	\$425.25	5.188 x 10.5 (31.5")
1/8 page	\$296.25	\$266.25	\$247.50	\$232.50	\$202.50	5.188 x 5 (15")
Combo Rate	\$16.00	\$14.50	\$13.25	\$12.50	\$11.15	
Full Page	\$2,064.00	\$1,870.50	\$1,709.25	\$1,612.50	\$1,438.35	
1/2 Page	\$1,032.00	\$935.25	\$854.63	\$806.25	\$719.18	
1/4 page	\$504.00	\$456.75	\$417.38	\$393.75	\$351.23	
1/8 page	\$240.00	\$217.50	\$198.75	\$187.50	\$167.25	

The Express

Solo Rates	\$21.00	\$18.00	\$17.00	\$15.00	\$12.00	
Full Page	\$2,709.00	\$2,322.00	\$2,193.00	\$1,935.00	\$1,548.00	10.5 x 21.5 (129")
1/2 Page	\$1,354.50	\$1,161.00	\$1,096.50	\$967.50	\$774.00	10.5 x 10.5 or 5.188 x 21.5 (64.5")
1/4 page	\$661.50	\$567.00	\$535.50	\$472.50	\$378.00	5.188 x 10.5 (31.5")
1/8 page	\$315.00	\$270.00	\$255.00	\$225.00	\$180.00	5.188 x 5 (15")
Combo Rates	\$16.38	\$14.04	\$13.26	\$11.70	\$9.36	
Full Page	\$2,113.02	\$1,811.16	\$1,710.54	\$1,509.30	\$1,207.44	
1/2 Page	\$1,056.51	\$905.58	\$855.27	\$754.65	\$603.72	
1/4 page	\$515.97	\$442.26	\$417.69	\$368.55	\$294.84	
1/8 page	\$245.70	\$210.60	\$198.90	\$175.50	\$140.40	

The Mystic River Press

Solo Rates	\$15.75	\$13.95	\$12.50	\$11.50	\$9.95	
Full Page	\$2,031.75	\$1,799.55	\$1,612.50	\$1,483.50	\$1,283.55	10.5 x 21.5 (129")
1/2 Page	\$1,015.88	\$899.78	\$806.25	\$741.75	\$641.78	10.5 x 10.5 or 5.188 x 21.5 (64.5")
1/4 page	\$496.13	\$439.43	\$393.75	\$362.25	\$313.43	5.188 x 10.5 (31.5")
1/8 page	\$236.25	\$209.25	\$187.50	\$172.50	\$149.25	5.188 x 5 (15")
Combo Rates	\$12.29	\$10.88	\$9.75	\$8.97	\$7.76	
Full Page	\$1,584.77	\$1,403.65	\$1,257.75	\$1,157.13	\$1,001.17	
1/2 Page	\$792.38	\$701.82	\$628.88	\$578.57	\$500.58	
1/4 page	\$386.98	\$342.75	\$307.13	\$282.56	\$244.47	
1/8 page	\$184.28	\$163.22	\$146.25	\$134.55	\$116.42	

SUNDAY-WEEKDAY REPEAT RATE

Any display advertisement, 8 inches or larger, can be repeated without coy changes at a 50% discount off your regular weekday rate up to three times within a six day period. Amusement, Political and Legal advertisement are excluded.

CHARITABLE RATES *Based on Availability At the discretion of the Publisher, earn the 24 Time Frequency Rate. Must be a 501-C3 company.



CONTACT US: Jody Boucher - Publisher • jboucher@ricentral.com • 401-789-9744
 Corey Fyke - News Editor • cfyke@thewesterlysun.com • 401-388-8442
 John Layton - Regional Sales Director • jlayton@thewesterlysun.com • 401-388-8575
 Kathy Enders - Digital Sales Manager • kenders@thewesterlysun.com • 401-388-8569

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**MEDIA THAT MOVES
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PRE-PRINTED INSERTS

Deliver your message to 42,999 homes each week

The Sun Media Group pre-print program delivers to the largest population concentration in Southern Rhode Island and Southern Connecticut.



Customer Supplied Inserts

For The Westerly Sun

(2 page rate applies to both The Sun and Weeklies)

Rates are for tabloid Size (2 broadsheet page equals 4 tabloid pages)

Tab Size

	2 pages	4 - 12 pages	16 - 28 pages	32 - 48 pages
Open	\$50	\$59	\$60	\$62
6 x	\$48	\$55	\$56	\$58
12 x	\$47	\$52	\$54	\$55
24 x	\$45	\$48	\$50	\$51
36 x	\$44	\$43	\$45	\$46
48 x	\$40	\$41	\$43	\$44

Weekly Community Newspapers

Mystic River Press | The Express

Mail to 100% of the homes in our market when you use the weekly community newspapers

Weight (oz.) Cost per Thousand

up to .2 oz	\$50.00
.21-.29 oz	\$53.00
.30-.39 oz	\$56.00
.4-.49 oz	\$60.00
.5-.59 oz	\$63.00
.6-.69 oz	\$65.00
.7-.79 oz	\$68.00
.8-.89 oz	\$70.00
.9-.99 oz	\$76.00
1-1.09 oz	\$79.00
1.1-1.19 oz	\$82.00
1.2-1.29 oz	\$85.00
1.3-1.39 oz	\$87.00
1.4-1.49 oz	\$89.00
1.5-1.59 oz	\$91.00



Target just the customers you need by zoning or zip code

5000 piece minimum

Maximum Size : 11.5" x 14"

Minimum Size : 4" x 6"



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CUSTOM DESIGNED PRINT & DELIVER PROGRAM



Craft your business' message and distribute it to the zip codes that are important to you. Prices include creative design, printing and delivering to Sun Media Group readers via carrier force or USPS.

8.5" X 11"

70# glossy or uncoated, full color 2-sided flyers

Quantity	Cost per Thousand
10,000-19,999	\$90
20,000-29,999	\$84
30,000-49,999	\$71
50,000-99,999	\$61
100,000+	\$57

Rack Cards

100# Card

Quantity	Cost per Thousand
500 cards	\$167
1,000 cards	\$227
2,500 cards	\$427
5,000 cards	\$652

5.5" X 8.5"

70# glossy or uncoated, full color 2-sided flyers

Quantity	Cost per Thousand
10,000-19,999	\$67
20,000-29,999	\$65
30,000-49,999	\$54
50,000-99,999	\$51
100,000+	\$48

Custom Design Work

- Business Cards
- Menu's
- Letterheads
- Envelopes
- Custom Envelopes
- Campaign Appeals
- Post Cards
- Direct Mail
- Bulk Mailings
- Newsletter
- Brochures and much more

Deadline: 21 days prior to distribution (otherwise by arrangement) Minimum Quantity: 10,000

SUN NOTES GET NOTICED

- Bright, bold color that jumps off the page
- High visibility position for your advertising message
- Product choices to fit your advertising message



PRINT & APPLY

PRINT QUANTITIES		10-24,999M	25+M
1 Time	\$105.00	\$64.00M	\$52.00M
6 Times annually	\$103.00	\$62.00M	\$50.00M
12 Times annually	\$100.00	\$60.00M	\$47.00M

- Custom Die-cut add \$3.00 per M* (The Westerly Sun only)
- Minimum quantity is 10,000
- Sun Notes measure 3" x 3"

Apply Only – \$40.00/M

- Minimum quantity
- Sample required before accepting orders

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FRONT PAGE ADVERTISING



THE WESTERLY SUN Anchor Banner Ad • Monthly Programs

Frequency	Cost Per Day
Open	\$279
4 x	\$259
12 x	\$225
24 x	\$175
52 x	\$150

AD POSITION SPECS

6 col x 2" • 10.5" x 2"



ANCHOR BANNER ADS

SKYBOX ADS



WEEKLY NEWSPAPER • Single Skybox Ad

4.2" x 1.25" / Full Color

Frequency	1 Pub	2 Pub
12 x	\$63	\$95
24 x	\$59	\$90
48 x	\$50	\$75

WEEKLY NEWSPAPER • Anchor Banner Ads

6 columns x 2" / 10.5" x 2" / Full Color

Frequency	1 Pub	2 Pub
12 x	\$190	\$300
24 x	\$160	\$285
48 x	\$135	\$245

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