

Dear candidate,

Thank you for stepping up to run in the 2024 elections. Leadership is so important in the goal of making all of our communities better places, but good government can't happen unless people are willing to add their names to the mix and put themselves in the spotlight.

Once again this year, *The Valley Breeze* will stand alone with our award-winning election coverage in the cities and towns that we serve, and we want to make sure you know of all the resources we will be making available to you. We believe that standout local news coverage fits perfectly with our mission: "Making our communities stronger by telling their stories."

Voters may not want to see you at their door this summer, but they will gladly welcome your ideas into their home every week through the pages of this publication.

This year, our editorial staff will again be covering every race with stories, and we'll also be running biographical information (find below) on each person who submits it for all contested races. Please send information as soon as possible to news@valleybreeze.com. In addition, we'll be running press releases from each candidate in contested races in the weeks before the primary and general elections, each at a maximum of 150 words. We will not allow any new accusations in the final week due to the fact that there will be no opportunity for a response. Email releases by the end of the day on the Friday before the desired edition.

This year's races promise to be competitive. Candidate ads are already coming in or being reserved in advance of election days, so don't procrastinate. Our advertising team of Mary Wiggins, 401-334-9555 ext. 132, Jess Degrange, ext. 134, and Bob Fisher, ext. 127, can help you plan how to best reach local voters. Whether it's our print editions with their tremendous reach and readership each week, our website with more than 600,000 page views and almost 180,000 unique users per month, our special features, our insert capabilities or our targeted email marketing programs where you can reach every adult with an email address, our team can answer your questions and help you create a plan. Contact our advertising staff about available options for advertising in print and digital, and take advantage of even better rates with a longer advertising plan starting in July.

Again, thank you for being part of the political process and wanting to contribute to your communities in a positive way.

Thank you for your consideration.

Bob Fisher,
Sales Manager
The Valley Breeze

Ethan Shorey,
Editor
The Valley Breeze

James Quinn,
Publisher
The Valley Breeze

6 Blackstone Valley Place, Suite #204, Lincoln, RI 02865
We're located in the office park between Route 146 & Lincoln High School.
Office hours: Monday-Friday 8:30 a.m. to 5 p.m. Closed Weekends and Holidays

Phone 401-334-9555
Fax 401-334-9994
Website valleybreeze.com

Some additional details

- If you plan to email an ad to us, please call first so you are directed to send it to the right place and we can handle your payment. Ads emailed without personal follow-up can't be guaranteed to be in the paper. Be sure they arrive here safely.
- Our office has 24-7 voicemail, so you may leave messages anytime.
- Ads must be paid for in advance. Check, money order, or any major credit cards are accepted.
- If you do not have access to a graphic artist, we will be happy to create your ads at no additional cost to you.
- Per state law, all ads must include the source of payment. For instance: "Paid for by Suzy Brown for City Council Committee," or, "Paid for by Friends of Suzy Brown."
- All advertising will appear online, with live links to your website, if you have one. Easily push them to your social media followers.

ADVERTISING DEADLINES

Monday at 1 p.m. To be fair to all, we will not accept late ads. Plan accordingly. On weeks with a Monday holiday, deadline is the Friday prior at 1 p.m.

IMPORTANT:

Remember, Sept. 10 is primary day, and final ads for the Sept. 4 & 5 papers need to arrive to us Friday, Aug. 30. No late ads accepted. Plan ahead. It might be best to call us Aug. 30 or sooner to be sure your ad is all set to go Sept. 4 or 5.

CAMERA-READY ADS For camera-ready ads, contact Mary (401-334-9555) to arrange payment. When complete, email a camera-ready ad to us by deadline. Call again to be sure it has been received. If we are creating your ad, the normal deadline applies, but the sooner you bring it in, the better (Friday is preferred). We want to do the best job possible with your message. There is no extra charge for this service.

HOLIDAY WEEKENDS

- Our office is closed Victory Day, Labor Day and Columbus Day. Deadlines will be Friday before the holiday, at 1 p.m.

BEST AD PLACEMENT & PRIORITY TIMING

- The best spots and best weeks in the paper are first paid, first served. Front page or back page ads are sometimes available; please call for details. If, for instance, you want your ad on page 2 with color, your request will be considered based on available space. Priority space can only be guaranteed to a full-page ad. That is, if you plan a smaller ad on page 3, but a full-page ad request comes along, the full-page ad will take priority, your ad will be bumped to the next best space, and any premium additional costs that you paid will be refunded to you. On any page, the largest ad will have priority, even if it comes in later than your ad.
- If a full-page ad is purchased, we will make sure your opponent's ad is not on the opposite page.
- All ad contents are held in strict confidence.

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