

POLITICAL ADVERTISING KIT

*Amplify your message through Northern Rhode Island's
top source for local news.*

The Valley Breeze

Serving Cumberland & Lincoln

The Valley Breeze

Serving North Smithfield, Blackstone, & Woonsocket

The Valley Breeze & Observer

Serving Smithfield, Scituate, Foster, Glocester, & Burrillville

The North Providence Breeze

Serving North Providence

The Valley Breeze

Serving Pawtucket & Central Falls



THE VALLEY
Breeze

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THE VALLEY Breeze

valleybreeze.com

6 Blackstone Valley Place, Suite 204,
Lincoln, RI, 02864

PUBLISHER

Jamie Quinn
jquinn@valleybreeze.com

GENERAL SALES MANAGER

Bob Fisher
bob@valleybreeze.com

CONTACT OUR ADVERTISING TEAM AT

info@valleybreeze.com
or 401-334-9555 ext. 6

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The deadline to advertise is Monday at 1 p.m. for that weeks paper

ADVERTISING FAQ

How do I place an ad?

Contact our advertising team at info@valleybreeze.com or 401-334-9555 ext.6, or reach Bob Fisher, Sales Manager, directly at bob@valleybreeze.com or 617-974-3896. Once we receive your request, we'll confirm receipt and guide you through the next steps.

What is the deadline to advertise?

The deadline is Monday at 1 p.m. for that week's paper. To be fair to all advertisers, late ads cannot be accepted, so please plan accordingly.

Our office is closed on Victory Day, Labor Day, and Columbus Day. During holiday weeks, the deadline moves to Friday at 1 p.m. prior to the holiday.

Will you design my ad?

Yes. Our production team is happy to design your ad at no additional cost, or you may submit your own finished artwork.

If I design my own ad, what format is acceptable?

We can provide a spec sheet with exact size dimensions upon request. Accepted formats: JPEG or PDF, CMYK color, 300 DPI resolution.

Do you offer premium or priority placement?

Yes. Premium positions are first paid, first served and often fill well in advance. Reach out to our advertising team for availability, 401-334-9555 x6 or info@valleybreeze.com.

Please note:

Ads requesting a specific page (e.g., page 3) must be reserved in advance and includes a 25% charge for premium placement.

Priority placement can only be guaranteed for full-page ads. On any page, the largest ad takes priority, even if it is submitted later. If a full-page ad bumps a smaller ad from a requested page, your ad will be moved to the next best available space and any premium fees will be refunded.

Front-page and back-page placements may be available; please call for details.

Do you offer multi-paper or frequency discounts?

Yes. We offer discounts for candidates who advertise in multiple papers or commit to a longer campaign schedule.

For details and eligibility, please contact Bob Fisher, Sales Manager, at bob@valleybreeze.com or 617-974-3896.

How do I pay for my ad?

All campaign ads must be paid in advance. We accept checks, money orders, and all major credit cards.

PRESS RELEASES & NEWS FAQ

Do I have to pay to publish my campaign news?

No. For contested races, we will publish up to three press releases, each no more than 150 words, during the three weeks leading up to Election Day.

Press releases may be edited for length or clarity.

If you require your message to appear exactly as written, it should be submitted as advertising.

How do I submit my information?

Email news@valleybreeze.com.

This is the best way to send your news and get any questions answered.

When is the deadline to submit news requests?

Friday by 3 p.m., for the following week's publications.

BE SURE TO SUBMIT YOUR CANDIDATE BIOGRAPHIES.

This information helps inform our reporting and ensures accurate, well-rounded coverage.

Please send information as soon as possible to news@valleybreeze.com or fill out the online form on valleybreeze.com/electionfaq.

For decades, print advertising in The Valley Breeze has been one of the most effective ways for candidates to reach local voters. Our newspapers are not mailed or discarded—they are picked up, read, and shared in the communities we serve.

Premium page placements (e.g. page 3) may be requested for an additional 25% charge and are subject to availability. Contact our advertising team or reference the Advertising FAQ for more details.

POLITICAL ADVERTISEMENT RATE CARD

MODULAR AD SIZING AND PRICING

Prices Listed as: **Large paper** (Small paper)

Large Papers

Cumberland/Lincoln
No. Smithfield/Woonsocket/Blackstone

Small Papers

The Observer
Pawtucket/Central Falls
North Providence

Multi-paper discounts are offered.

All prices include Color. B&W discounted.

WILL YOU DESIGN MY AD?

Yes. Our production team is happy to design your ad at no additional cost, or you may submit your own finished artwork.

IF I DESIGN MY OWN AD, WHAT FORMAT IS ACCEPTABLE?

We can provide a spec sheet with exact size dimensions upon request.

Accepted formats:

JPEG or PDF
CMYK color
300 DPI resolution.

Per state law, all political ads must include a "Paid for by" disclaimer.

FULL PAGE

\$1,375 (\$1,095)

9.5" wide x 14.75" deep

3/4 PAGE

\$1,111 (\$1,012)

Horizontal 9.5" wide x 11.0" deep

Vertical 7.0" wide x 14.75" deep

HALF PAGE

\$957 (\$726)

Horizontal 9.5" wide x 7.3" deep

Tall 4.688" wide x 14.75" deep

Vertical 7.0" wide x 9.25" deep

3/8 PAGE

\$820 (\$616)

Horizontal 9.5" wide x 5.4" deep

Vertical 4.688" wide x 11.0" deep

Square 7.0" wide x 7.3" deep

QUARTER PAGE

\$565 (\$435)

Horizontal 9.5" wide x 3.6" deep

Vertical 4.688" wide x 7.3" deep

Tall 2.25 wide x 14.75" deep

3/16 PAGE

\$440 (\$344)

Horizontal 7.0" wide x 3.6" deep

Vertical 2.25" wide x 11.0" deep

Square 4.688" wide x 5.4" deep

1/8 PAGE

\$289 (\$244)

Horizontal 4.688" wide x 3.6" deep

Vertical 2.25" wide x 7.3" deep

Wide 9.5" wide x 1.75" deep

3/32 PAGE

\$223 (\$182)

Horizontal 7.0" wide x 1.75" deep

Vertical 2.25" wide x 5.4" deep

1/16 PAGE

\$159 (\$124)

Horizontal 4.688" wide x 1.75" deep

Vertical 2.25" wide x 3.6" deep

1/32 PAGE

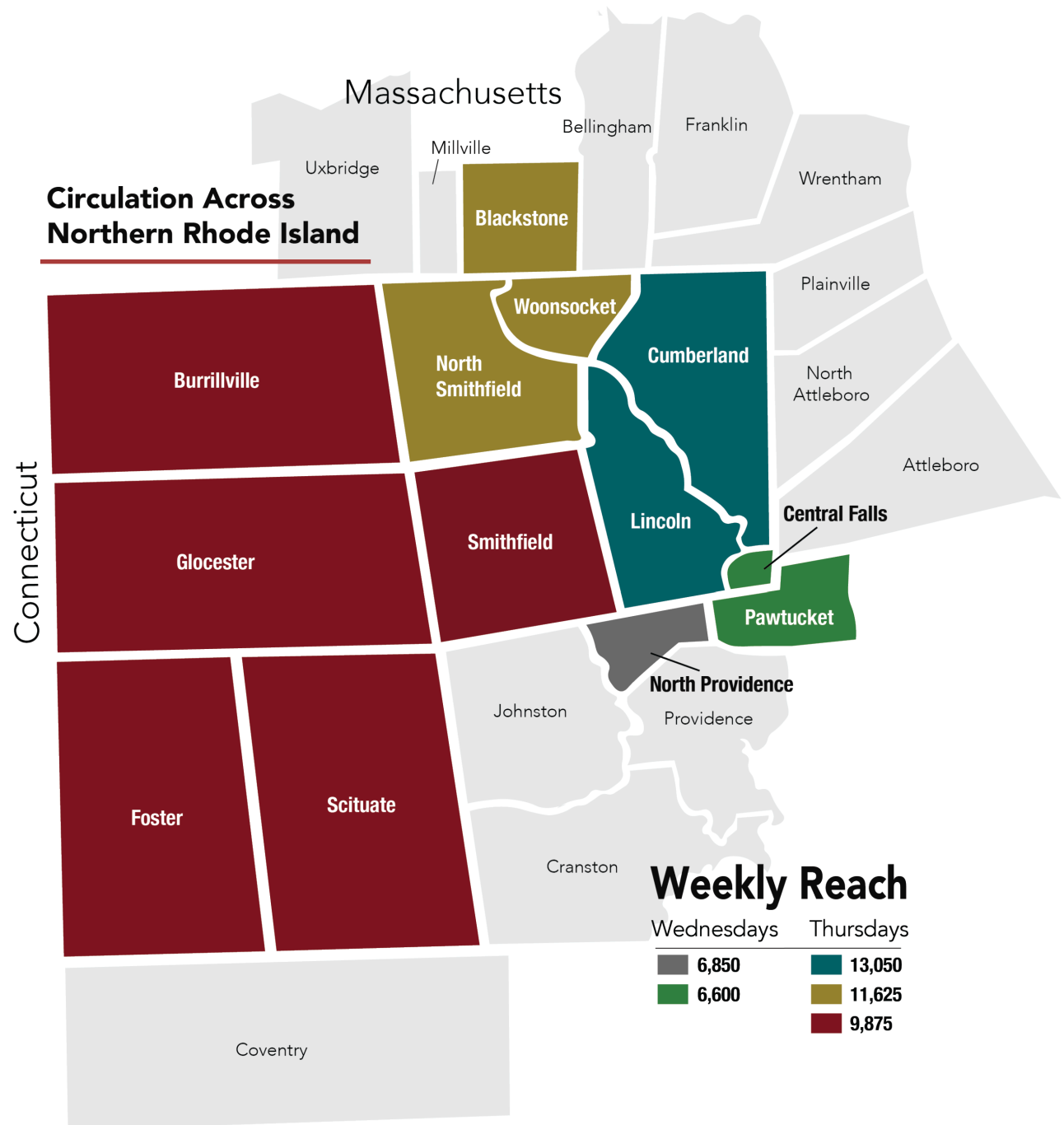
\$99 (\$87)

2.25" wide x 1.75" deep

PRINT DISTRIBUTION AND CIRCULATION

**Total Weekly
Print Circulation:
48,000 newspapers**

Distributed to more than
1,000 pickup locations
throughout the Blackstone
Valley.



PRINT SIZING

The Valley Breeze's weekly newspapers deliver exceptional reach and reader engagement. Choose from a variety of sizes and premium placements to create high impact visibility.

Multi-edition and frequency discounts available!

FRONT PAGE & PREMIUM POSITIONS:

Front page stickers, ads, and premium page availability is limited. Space reserved on a first-come, first-served basis.

H = Horizontal

V = Vertical

O = Other

Sizes in inches, width by height

MODULAR AD SIZES

Full 10 x 15.2	$\frac{3}{4}$ H 10 x 11.375	$\frac{3}{4}$ V 7.458 x 15.2	$\frac{1}{2}$ H 10 x 7.55	$\frac{1}{2}$ V 4.917 x 15.2	$\frac{1}{2}$ O 7.458 x 10.1
$\frac{3}{8}$ H 10 x 5.64	$\frac{3}{8}$ V 4.917 x 11.375	$\frac{3}{8}$ O 7.458 x 7.55	$\frac{1}{4}$ H 10 x 3.73	$\frac{1}{4}$ V 4.917 x 7.55	$\frac{1}{4}$ O 2.375 x 15.2
$\frac{3}{16}$ H 7.458 x 3.73	$\frac{3}{16}$ V 2.375 x 11.375	$\frac{3}{16}$ O 4.917 x 5.64	$\frac{1}{8}$ H 4.917 x 3.73	$\frac{1}{8}$ V 2.375 x 7.55	$\frac{1}{8}$ O 10 x 1.81
$\frac{3}{32}$ H 7.458 x 1.81	$\frac{3}{32}$ V 2.375 x 5.64	$\frac{1}{16}$ H 4.917 x 1.81	$\frac{1}{16}$ V 2.375 x 3.73	$\frac{1}{32}$ 2.375 x 1.81	

DIGITAL DISPLAY ADVERTISING

STAY VISIBLE WHERE VOTERS ARE READING

Connect with over 200,000 monthly unique visitors, while they read local news.

AD SIZES

Reveal: 1920 x 400

Exclusive, high-impact ad. Drops down from the top of the homepage on desktop and mobile.

Friday-Wednesday: \$205/day

Thursday (Highest traffic day): \$315/day

Leaderboard: 970 x 250, 728 x 90, 320 x 50

Top-of-page visibility across all devices and pages.

\$175/week

Medium Rectangle: 300 x 250

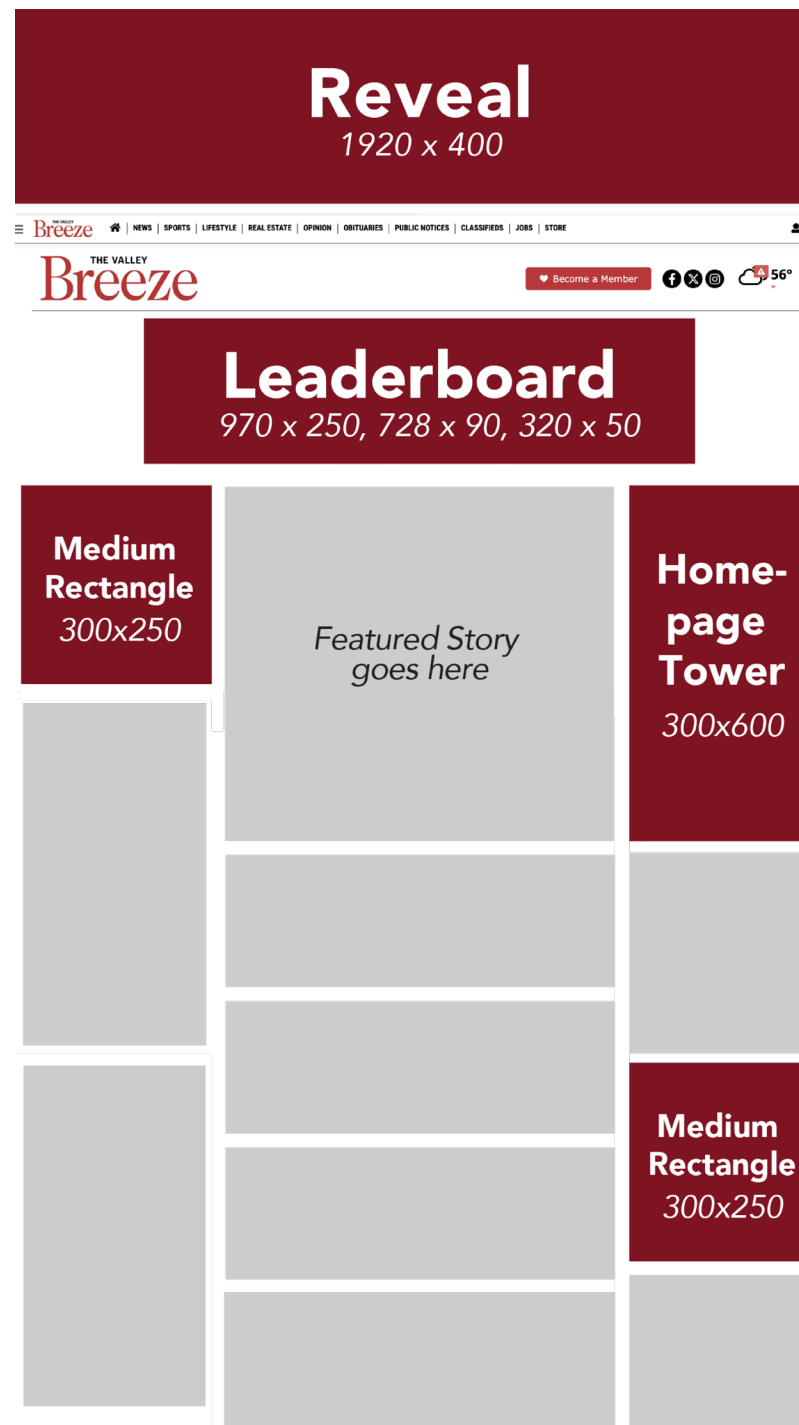
Rotates throughout the site, blending seamlessly with content.

\$175/month

Homepage Tower: 300 x 600

Prominent homepage placement on desktop devices for maximum visibility.

\$160/week



EMAIL MARKETING & DIRECT MAIL

Reach voters with targeted email campaigns, with optional follow-up printed mail pieces, sent to voters in specific communities.

WHAT'S INCLUDED

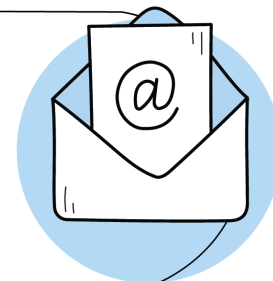
Professionally formatted email

Performance reporting
(opens, clicks, delivery)

Optional printed postcard or letter follow-up
to the most engaged recipients

Pricing is determined by quantities, please reach out to our advertising team for more information.
10,000 minimum requirement.

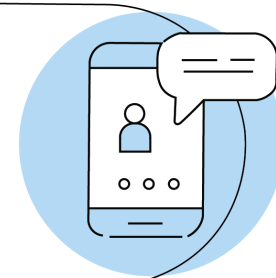
**Targeted Email
Sent To Your
Selected Audience**



**Display Ads Shown
To That Same Audience
On Top Websites**



**Additional Exposure
On **Social Media**
Platforms**



**Follow-Up Email
Sent To Engaged Users**



At the end of the campaign, you'll receive a list of participants who opened or clicked on your email

SPONSORED SOCIAL POSTS

REACH LOCAL VOTERS WHERE CONVERSATIONS HAPPEN

WHY IT WORKS

37,000+ engaged, local followers

High engagement from community-focused readers

Limited weekly availability for strong visibility

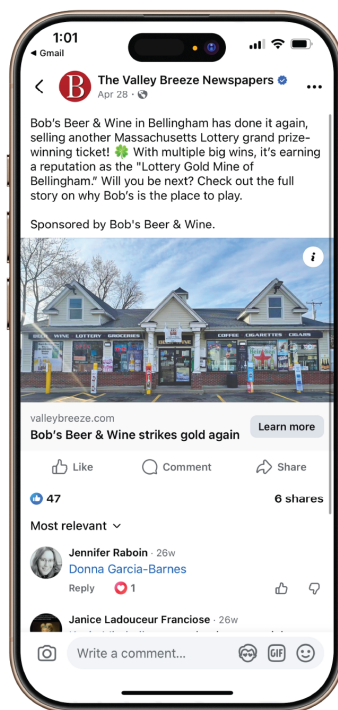
POST OPTIONS

Candidate Spotlight-style post
(photo or video + 50-word caption):

\$435 per post

Sponsored article post linking to longer campaign content:

\$525 per post



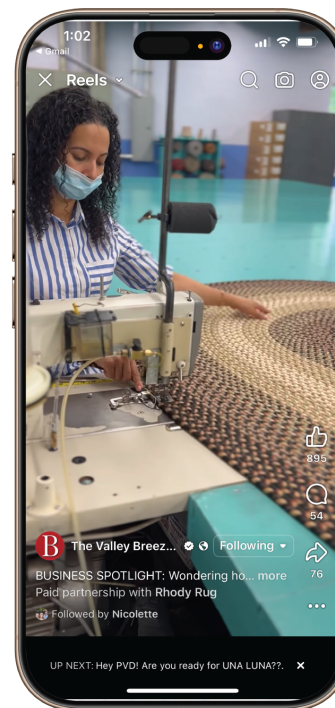
Sponsored Article Post

Bob's Beer

800+
Click Throughs to Article

11k+
Impressions

8k+
Facebook Users Reached



Business Spotlight Post

Rhody Rug

1k+
Interactions

120k+
Impressions

67k+
Facebook Users Reached

BRANDED CONTENT

Tell your story with a professionally-written sponsored story alongside our regular news content. It reads like a news feature—not a campaign flyer—while still allowing you to control the message. The result is a piece of content that feels credible, readable, and shareable.

BRONZE \$605

- You provide the content (up to 500 words)
- Native placement on valleybreeze.com
- Post on The Valley Breeze Facebook page

SILVER \$765

- We write your story (up to 750 words)
- Native web placement + Facebook promotion
- Includes professional research, writing, and one round of edits

GOLD \$1,515

- We write your story (up to 750 words)
- Includes professional research, writing, and one round of edits
- Featured in print (select one publication) + web + Facebook
- Programmatic native distribution to amplify reach (up to 15k impressions)

PLATINUM \$2,310

- Full-service content strategy and production (up to 750 words)
- Includes professional research, writing, and one round of edits
- Distribution across:
 - Print (select three publications)
 - Valleybreeze.com (native + display)
 - Email newsletters
 - Facebook & Instagram
 - Programmatic native distribution (up to 25k impressions)
 - Ideal for campaigns, initiatives, or long-term branding

The collage displays three variations of a branded content story for Stanley Tree. Each version features the headline "Stanley Tree helps spark Chamber food drive that collected nearly 900 pounds" and a photograph of a group of people holding a ceremonial check in front of a Feed RI truck. The top version is a print layout with a sidebar of local business advertisements. The middle version is a mobile web view of the story on the "THE VALLEY Breeze" website. The bottom version is a Facebook post format, including a "Buy Now" button and social media sharing icons.

ADVERTISING POLICY

The Valley Breeze is committed to providing fair, transparent election coverage while offering candidates paid opportunities to communicate with voters responsibly.

The Valley Breeze Reserves The Right To:

Review all political advertising prior to publication.

Request edits for clarity, compliance, or policy alignment.

Decline content that does not meet the outlined standards

Content We Do Not Run:

To maintain fairness and trust:

- No personal attacks or “hit pieces” against opponents
- No false or misleading claims
- No last-minute accusations without opportunity for response
- No content that incites harassment, discrimination, or misinformation

Labeling & Disclosure Requirements:

All paid political content must:

- Include a clear “Paid for by [Committee Name]” disclaimer
- Be clearly labeled as **Advertisement**, **Sponsored Content**, or **Paid Political Content**
- Comply with all applicable state and federal election laws

Editorial vs. Advertising

- Editorial coverage is written and edited independently by our newsroom
- Sponsored and paid content is handled separately by our advertising team
- Purchasing advertising does not influence editorial coverage