

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

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.