

ADVERTISING Q & A

Q. How do I place an ad in The Valley Breeze or Valley Breeze & Observer?

A. Call our office for help on pricing and other details. We can help you plan an affordable budget.

Q. How do I reach The Breeze?

A. We are at 6 Blackstone Valley Place, Suite 204, Lincoln, RI 02865. Our office hours are Monday-Friday, 8:30 a.m. to 5 p.m. Call Mary or Jess at 401-334-9555 x132 or x134.

Q. Why is advertising in The Breeze so important?

A. Mostly, it's about numbers. BIG Numbers. Breeze papers get into thousands more homes than the daily papers. In fact, it's a huge difference. There is simply no competition. The Valley Breeze newspapers are invited into thousands of local homes; nobody forces them on residents through the mail. Our rates offer great value. If you decide to do some direct mail pieces, you might consider printing several thousand of them to be inserted in The Breeze. We'll charge you about 4.9 cents to insert each one. We need them one week in advance.

BREEZE READERS VOTE!

Did you know that, in an independent audit, 81 percent of our readers, on average, told our polling firm that they vote? Our readers are engaged consumers in community news and government. We also deliver papers to all senior citizen housing, enough for everyone.

Q. How much do ads cost?

A. Advertising rates vary by edition. Call for information, and we can email rate cards to you. We now have "modular" ad sizes (such as 1/4 page, 1/2 page, or 1/8 page), with simple pricing. See our newspaper to get an idea of size.

Q. Do you offer anything else?

A. Yes. You can place a digital banner ad to the busy valleybreeze.com. That said, we can't deliver those ads' readers into a specific location such as your district. Call Bob Fisher (ext. 127) for details.

- You can target voters geographically by zip code by email. We can create the email and send to a targeted audience, with re-targeted effort via Facebook and Twitter, for as little as \$38 cpm. Call Bob for details, ext. 127.
- We can "print and deliver" full color and glossy flyers for you, inserted and distributed to your local editions. You'll need to give us about 2-3 weeks' notice. Plan to print on both sides. You're paying for the paper and insertion anyway, so double your message. Call Bob for help at ext. 127.
- We can offer a "Post It Note" on page 1 (based on availability) of each Breeze edition. Full color available. Call Bob for help at ext. 127.

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