

THE REMINDER

RHODE ISLAND'S FIRST AND FOREMOST SHOPPING GUIDE

Advertising

RATES & DATA

Card No. 39 - January 2014

REACHING MORE THAN
28,000 FAMILIES

WITH SATURATION COVERAGE AT A LOWER COST
PER THOUSAND THAN ANY OTHER LOCAL PAPER!

Serving R.I.'s Central & West Bay areas

OPEN RATE
\$12.00
Per Column Inch

Coventry02816
West Warwick02893
West Greenwich ...02817
Hope/Scituate02831

86% U.S. Mail.....24,341
14% Counter Top.....4,035
Weekly Total.....28,376



Volume Discounts Available
Ask your Sales Representative
for information

Page Size: 6 Columns x 16 inches

Circulation audited by CVC



The REMINDER

www.rireminder.com

Effective Advertising Since 1954

Published By:

STEVENS PUBLISHING INC.

1049 Main Street, Coventry, Rhode Island 02816 • Phone 401.821.2216 Fax 401.821.0397 • email: mail@rIREMINDER.COM

OFFICE HOURS:

Monday thru Friday 8:30 AM - 5:00 PM

Members of IFPA, CPNE, PaperChain, Circulation Audited by CVC

MECHANICAL REQUIREMENTS

Column Size:

| | |
|------------------------------|---------------|
| 1 Column (9 1/2 Picas)..... | 1 5/8 inches |
| 2 Column (19 1/2 Picas)..... | 3 1/4 inches |
| 3 Column (30 Picas)..... | 5 inches |
| 4 Column (40 1/2 Picas)..... | 6 3/4 inches |
| 5 Column (51 Picas)..... | 8 1/2 inches |
| 6 Column (62 Picas)..... | 10 1/4 inches |

COLOR

| | |
|--------------------------------|---------------------|
| When Available | \$15 to \$50 extra |
| 4 Color - When Available | \$50 to \$165 extra |
| Exclusive Color | \$150 extra |

DIGITAL EDITION

Every edition is available online in a convenient "page-flip" format – including a 12 month archive. All ads are included at no additional charge. View it at www.rireminder.com

COPY DEADLINE

For ads requiring a proof the deadline is Thursday at noon. Deadline for display advertising copy is Friday at noon, except for issues published during holiday weeks. Please call the office for these deadlines as they can vary.

INSERTS

Rates on request

– CLASSIFIED AD RATES –

AUTOMART CLASSIFIEDS

Automobiles, RV's, campers, boats, motorcycles and service.....10 words **\$8.00**
(25¢ each additional word. Minimum charge \$8.00)

BUSINESS CLASSIFIEDS

No special location

| | |
|----------|---------------|
| 10 words | \$8.00 |
|----------|---------------|

(25¢ each additional word. Minimum charge \$8.00)

HOUSEHOLD CLASSIFIEDS

No special location

| | |
|----------|---------------|
| 10 words | \$7.00 |
|----------|---------------|

(25¢ each additional word. Minimum charge \$7.00)

REAL ESTATE CLASSIFIEDS

.....10 words **\$8.00**
(25¢ each additional word. Minimum charge \$8.00)

JOB MARKET CLASSIFIEDS

Help wanted, jobs wanted & day care listings

| | |
|----------|---------------|
| 10 words | \$8.00 |
|----------|---------------|

(25¢ each additional word. Minimum charge \$8.00)

CLASSIFIED DEADLINE

Deadline for all classified advertisement is.....**MONDAY AT 12:00 NOON**
Deadlines are subject to change during holiday weeks.

Add \$1.50 Extra Each for borders or bold type.

– OTHER ADVERTISING OPTIONS –

AT YOUR SERVICE PAGE

Minimum run of one month.
Deadline for At Your Service Page ads is the last Thursday of the month, preceding publication.....10 words **\$8.00**
(25¢ each additional word. Minimum charge \$8.00)

LOST & FOUND ADS

Published **FREE OF CHARGE**, space permitting, only if received (written) in our office by **MONDAY AT 12:00 NOON**.

PUBLIC INTEREST NOTICES

Published **FREE OF CHARGE**, space permitting, only if received (written) by **THURSDAY AT 5PM**.

NON-PROFIT ORGANIZATIONS

Display advertising deadline is **THURSDAY AT 5PM.....20% OFF**

BUY NEW ENGLAND

Now you can reach homes throughout the New England states with a "Buy New England" classified ad. Your ad will appear in over 45 publications reaching over 1 MILLION households.
25 words **\$170** (\$10.00 each additional word.)

Call THE REMINDER for further details.
This service is provided through our affiliation with COMMUNITY PAPERS OF NEW ENGLAND.

THE REMINDER reserves the right to refuse or cancel any advertisement at any time.
All advertising is accepted subject to approval by the publisher.
Advertisers are asked not to encourage other papers to copy ads from THE REMINDER.