

East Side Newspapers, Inc.

Publishers of:

East Side Monthly
Providence Monthly
SO Rhode Island
Campus
www.providenceonline.com

Advertising Rates
September 1, 2008

East Side Newspapers publishes four free monthly lifestyle magazines. With magazines targeted specifically to metro Providence, Southern Rhode Island, Providence's East Side and Providence's college population, we cover the best of what the state has to offer in terms of dining, nightlife, culture and living the good life.

“My ads in **Providence Monthly** and **East Side Monthly** consistently continue to work for me. I have directly sold five properties from the ads in the magazines. I intend to continue spending my advertising dollars in these publications, which continue to produce results for my business.”

E. Cort Facticeau
Mansions and Manors

“Over the many years I've been in business, I've tried a variety of advertising methods. The only publication I consistently get feedback on is **East Side Monthly**. It's a great publication with a loyal readership who value small business!”

Pat Zacks,
The Camera Werks

East Side Newspapers, Inc. | 167 Valley Street, Providence, RI 02909 | tel 401.521.0023 | fax 401.521.0024

to advertise call 401.521.0023 or email jeanette@providenceonline.com
www.ProvidenceOnline.com

Providence Monthly is a free monthly magazine distributed in the metro Providence market. This indispensable guide to living well features the best of urban dining, culture, style and city living. Targeting our core 25-49 demographic, we distribute 18,000 copies to places frequented by people with disposable income – city restaurants, boutiques, hotels, coffee shops and more. When it comes to matters of style and taste, *Providence Monthly* is the local source.

PROVIDENCE MONTHLY

East Side Monthly is the voice of the East Side of Providence. This magazine is directly mailed to 11,000 homes each month in the affluent 02906 zip code, and we distribute an additional 3,000 copies to businesses in the neighborhood. This publication covers the issues that really matter to the educated East Side population – community news and events, local politics, financial issues, education, and preserving the historical character of the neighborhood.

East Side MONTHLY

SO Rhode Island, our newest publication, debuted in 2007 and the buzz still hasn't quieted down. Like its sister publication *Providence Monthly*, *SO Rhode Island* is the go-to source for everything that's happening from East Greenwich to Westerly. Unlike the area's tourist publications, our locally-oriented magazine covers the best dining, shopping, family events, and arts and culture year-round for the people who live and work in Southern RI.

SO RHODE ISLAND

Campus has its finger on the pulse of the college population in Providence. Written by local college students, this magazine exclusively targets the 18-24 demographic in greater Providence. Covering nightlife, dining, shopping, noteworthy students and campus events, *Campus* is the only college-wide guide for what to see and do in Providence. With 8,000 copies on Providence campuses and in high-traffic city locations, *Campus* is everywhere the students are.

C CAMPUS

“**SO Rhode Island** provides the quality, image, attention to detail, targeted demographics, and results that our clients and customers have come to expect...thank you!”

Jay Readyhough,
Bay Realty, Ltd.

“We've been advertising in **Providence Monthly** since we opened our doors eight years ago. We've had a tremendous response to our ads, and our customer service has always been top-notch.”

Jennifer Dore,
Moss Salon

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Display Advertising Rates

East Side Monthly | Providence Monthly | SO Rhode Island

	Open	6X	9X	12X
Spot	-	105	99	88
1/8 Page	225	200	188	175
1/4 Page	405	345	325	300
1/2 Page	715	605	580	550
Full Page	1325	1125	1075	1025
Glossy Page*	1550	1375	1300	1250
Glossy Spread*	3000	2600	2475	2350

Campus

	1x	4x	9x
1/8 Page	150	125	100
1/4 Page	325	275	250
1/2 Page	445	400	375
Full Page	645	600	535
Covers	700	625	575

Combination Rates

Any 2 Publications	15% discount
Any 3+ Publications	20% discount

Discounts apply to total billing charge including color and special placement. Discounts are only applied to accounts whose balance is current. Advertising must appear within the same month. Different sizes can be utilized. Size and copy can be changed. Contracts not fulfilled will be short rated to the earned rate. Discounts do not apply to glossy pages.

*Glossy pages available only in Providence Monthly and SO Rhode Island.

Inserts

Inserts are available in any publication for a cost of \$65/thousand (full run). Partial runs are available at a cost of \$100/thousand. Prices are based on a standard, single sheet, 8.5" x 11" (.2oz). Other sizes and weights can be accommodated. Please ask for a quote. Minimum billing is 2,000 copies (\$130).

Color Rates

Color is available in any publication for an additional \$100. Some sizes do not apply.

Web Advertising

Providenceonline.com is the area's premier website for arts and entertainment. Advertising, including banners, listings and sponsorships, are available.

Special ROP Rates

Business Focuses are available in all publications with a five-month commitment.

Perforated coupons are available in *Campus*. The cost is \$150 per ad, with a nine-month commitment.

Special geographical (i.e. East Greenwich) and thematic (i.e. Dining in Downtown) sections are available throughout the year. If you're interested in a specific page, ask your sales rep.

Classified Advertising

Available in *East Side Monthly* only. Please call 401.732.3100 for details.

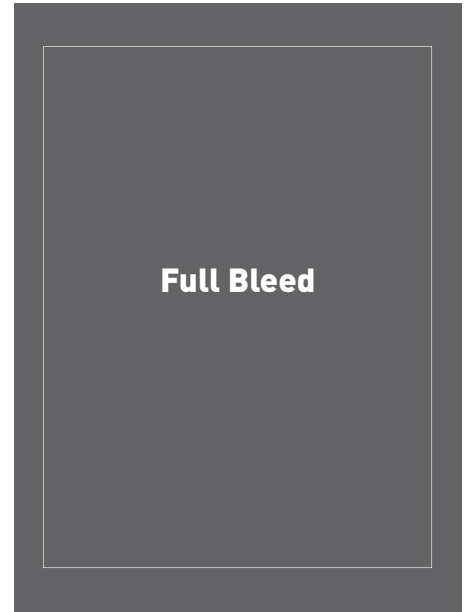
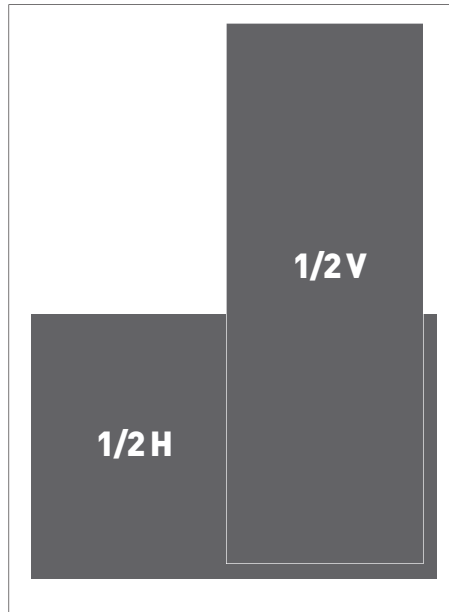
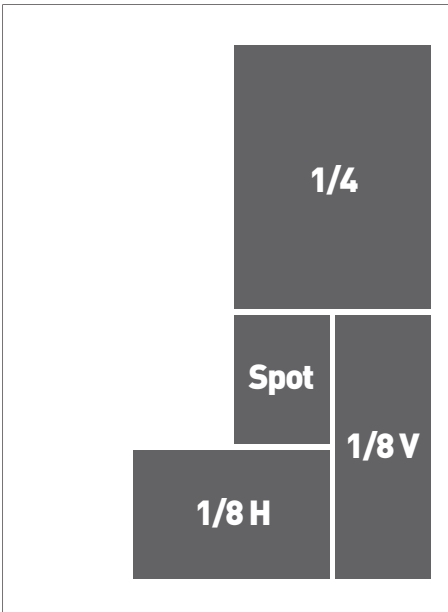
Advertising Supplements

East Side Newspapers produces numerous special pages and feature sections throughout the year. Notices will appear in our publications at least one month prior to deadline.

Circulation

Distribution is available by zip code for any publication. Verifications are available through a Publisher's Statement, receipts from our printing company and, in the case of *East Side Monthly*, postal statements. Please ask your advertising representative for proof of performance.

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Mechanical Sizes

So Rhode Island | Providence Monthly | East Side Monthly

Magazine Trim Size.....	10"x13.5"
Spot.....	2.125" x 2.875"
1/8 Page V.....	2.125" x 5.875"
1/8 Page H.....	4.375" x 2.875"
1/4 Page.....	4.375" x 5.875"
1/2 Page V.....	4.375" x 12"
1/2 Page H.....	9" x 5.875"
Full Page Bleed.....	10.5" x 14"
Business Focus.....	4.37" x 2.125"

Campus

Magazine Trim Size.....	8.25" x 10.625"
1/8 Page V.....	1.625" x 4.5"
1/8 Page H.....	3.375" x 2.156"
1/4 Page.....	3.375" x 4.5"
1/2 Page V.....	4.5" x 9.25"
1/2 Page H.....	7" x 4.5"
Full Page Bleed.....	8.75" x 11.125"

Mechanical Requirements

Adobe PDF is preferred. Images must be 300dpi. East Side Newspapers will make every effort to match color requests, but guarantees only come within SWOP-industry standards. Please supply your ad on a disk or via email to your sales representative.

Advertising Design

In house agency quality work is available at no extra charge to our advertisers. We can also arrange the services of some of Rhode Island's best photographers and illustrators to 12-time advertisers.

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Editorial Preview

	SO Rhode Island	Providence Monthly
January	Resolve... to volunteer	10 People
February	The Love Issue	Singles Issue
March	Designer Showcase	Guide to Urban Living
April	Kids Issue	TBA
May	TBA	TBA
June	Summer Guide	Summer Guide
July	TBA	TBA

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East Side Newspapers Ad Deadlines

2009

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 SO Feb. Issue	7	8	9	10
11	12	13 PM Feb. Issue	14	15	16	17
18	19	20	21	22	23	24
25	26 Campus March Issue	27 PM & SO Glossy March Issue	28 ESM March Issue	29	30	31

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 SO March Issue	4	5	6	7
8	9	10 PM March Issue	11	12	13	14
15	16	17	18	19	20	21
22	23 Campus April Issue	24 PM & SO Glossy April Issue	25 ESM April Issue	26	27	28
29	30	31				

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10 SO April Issue	11	12	13	14
15	16	17 PM April Issue	18	19	20	21
22	23	24	25	26	27	28
29	30 Campus May Issue	31 PM & SO Glossy May Issue	ESM May Issue			

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 SO May Issue	8	9	10	11
12	13	14 PM May Issue	15	16	17	18
19	20	21	22	23	24	25
26	27	28 PM & SO Glossy June Issue	29 ESM June Issue	30		

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 SO June Issue	6	7	8	9
10	11	12 PM June Issue	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 PM & SO Glossy July Issue	3 ESM July Issue	4	5	6
7	8	9 SO July Issue	10	11	12	13
14	15	16 PM July Issue	17	18	19	20
21	22	23	24	25	26	27
28	29	30 PM & SO Glossy Aug. Issue	31 ESM Aug. Issue			

East Side Newspapers Ad Deadlines

2009

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 SO Aug. Issue	8	9	10	11
12	13	14 PM Aug. Issue	15	16	17	18
19	20	21	22	23	24	25
26	27 Campus Sept. Issue	28	29	30	31	

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 PM & SO Glossy Sept. Issue	5 ESM Sept. Issue	6	7	8
9	10	11 SO Sept. Issue	12	13	14	15
16	17	18 PM Sept. Issue	19	20	21	22
23	24	25	26	27	28	29
30	31 Campus Oct. Issue					

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 PM & SO Glossy Oct. Issue	2 ESM Oct. Issue	3	4	5
6	7	8 SO Oct. Issue	9	10	11	12
13	14	15 PM Oct. Issue	16	17	18	19
20	21	22	23	24	25	26
27	28 Campus Nov. Issue	29 PM & SO Glossy Nov. Issue	30 ESM Nov. Issue			

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 SO Nov. Issue	7	8	9	10
11	12	13 PM Nov. Issue	14	15	16	17
18	19	20	21	22	23	24
25	26	27 PM & SO Glossy Dec. Issue	28 ESM Dec. Issue	29	30	31

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Campus Dec. Issue	3 SO Dec. Issue	4	5	6	7
8	9	10 PM Dec. Issue	11	12	13	14
15	16	17	18	19	20	21
22	23 Campus Jan. 2010 Issue	24 PM & SO Glossy Jan. Issue	25 ESM Jan. 2010 Issue	26	27	28
29	30	31				

December 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 SO Jan. 2010 Issue	2	3	4	5
6	7	8 PM Jan. 2010 Issue	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		