

# THE VALLEY Breeze

## CAMPAIGN 2018 ADVERTISING QUESTIONS & ANSWERS

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

A. First, you might stop into our office for help on pricing and other important details. We can help you plan an affordable budget.

### Q. How do I reach The Breeze? Who do I call?

A. We are at 6 Blackstone Valley Place, Suite 204, Lincoln, RI 02865. Blackstone Valley Place is just off Route 116, between Route 146 and Lincoln High School. There is a sign for 6 Blackstone Valley Place, an office park. Our office hours are Monday-Friday, 8:30 a.m. to 5 p.m. Ask for Rhonda. You can phone her at 334-9555, ext. 0. (Rhonda does not work on Thursdays, but others can help you).

### Q. Why would I advertise with The Breeze papers?

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. While you may be offered "great deals!" by our competitors, they get your message into far fewer homes.

Some candidates will also use "direct mail." Yes, it's targeted – and very expensive – but your message will arrive with everyone else's. The Valley Breeze papers are **INVITED** into thousands of local homes; nobody forces them on residents through the mailbox. Our rates offer very fair value in your effort to reach thousands of voters.

- If you do use direct mail, you might consider printing several thousand more to be inserted in The Breeze. We'll charge you about 4.5 cents to insert each one. We need them one week in advance. Call or stop in for details.

### ***MOST IMPORTANTLY, BREEZE READERS VOTE!***

Did you know that, in an independent audit, 81% of our readers, on average, told our polling firm that they **DO VOTE**? Our readers are engaged in our papers, community news, and government and leadership. We also deliver papers to all senior citizen housing; enough for everybody! Get your name in front of all of the local seniors!

Also: We are locally owned. Your dollars go right back to our employees and the community, and we thank you very much for that!

### Q. How much do the ads cost?

A. Advertising Rates in The Valley Breeze newspapers vary by edition. Call for information, and we

can email rate cards to you. We can then more fully answer any questions you have.

We now have “modular” ad sizes (such as ¼ page, ½ page, or 1/8 page), with much simpler 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. We have a lot of web traffic to valleybreeze.com: More than 400,000 page views monthly, and a huge 110,000+ unique visitors monthly. That said, we cannot deliver those ads readers’ into a specific location like your district. Call Tom Ward (ext. 123) for details.

- 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, though. You should plan to print on both sides. You’re paying for the paper and insertion anyway! Double your message! Call Doug Fabian for help at ext. 141.
- We’re sorry, but our printer does not offer Post-It Notes on Page 1.

## IMPORTANT CONTACT INFORMATION

- Our office is in Lincoln, at 6 Blackstone Valley Place, Suite 204, off Route 116 between Route 146 and Lincoln High School.
- Office Hours: 8:30 a.m. to 5 p.m. weekdays. Closed weekends and holidays.
- Main Phone Number: (401) 334-9555. Fax: (401)-334-9994.
- The contact persons for political advertising are:  
**Rhonda Hanson** 334-9555, ext. 132. (rhonda@valleybreeze.com )  
*Rhonda does not work Thursdays.*  
**Tom Ward** (tward@valleybreeze.com) 334-9555 ext. 123.

If you plan to e-mail an ad to us, please CALL FIRST so you are directed to send it to the right place and we can handle your payment. Ads e-mailed without personal follow-up cannot be guaranteed to be in the paper. You must be sure they arrive here safely.

- Our office has 24-7 voice mail, so you may leave messages anytime.
- All campaign ads must be paid for in advance. Check, money order, or Visa, Mastercard and Discover credit cards are accepted.
- If you do not have access to a graphic artist, we will be happy to create your ads at no additional cost to you.
- Per state law, all ads must have on them the source of payment. For instance: "Paid for by David Dewhurst for City Council Committee" or "Paid for by Friends of David Dewhurst."
- All advertising must pay an internet charge of \$5 to \$10 (depending on size). Your ad will then appear online, with live links to your web site, if you have one. You may easily push them to your

Facebook page or Twitter.

## **ADVERTISING DEADLINES**

- Monday at 1 p.m. In order to be fair to all, we will NOT accept late ads. Please plan accordingly.
- On weeks with a Monday holiday, deadline is the Friday prior at 1 p.m.

## **IMPORTANT! Labor Day deadlines and the Primary**

Remember, Sept. 12 is primary day, and the final ads for the Sept. 5-6 papers will need to arrive to us Friday, Aug. 31, because of the Labor Day holiday Sept. 3. The office will be closed Labor Day. No late ads will be accepted. Please plan ahead. It might be best to personally visit us Aug. 31 or sooner to be sure your ad is all set to go Sept. 5 or 6.

## **CAMERA-READY ADS**

For camera-ready ads, contact Rhonda (334-9555) to arrange payment. When complete, e-mail a camera-ready ad to us by deadline. Phone again to be sure it has been received.

If we are creating your ad, the normal deadline applies, BUT, the sooner you bring it in, the better (Friday is preferred). We want to do the best job possible with your message. There is no extra charge for this service.

## **HOLIDAY WEEKENDS**

- Our office will be closed Victory (V-J) Day, Labor Day, and Columbus Day. Deadlines will be the Friday before the holiday, at 1 p.m.

## **POLICY FOR BEST AD PLACEMENT & PRIORITY TIMING**

- The "best places" and "best weeks" in the paper are sold first paid, first served. Front page or back page ads are sometimes available; please call for details. If, for instance, you want your ad on "Page 2, with Color," your request will be considered based on the available space. Priority space can only be guaranteed to a full-page ad. That is, if you plan a smaller ad on Page 3, but a full-page ad request comes along, the full-page ad will take priority, your ad will be bumped to the next best space, and any premium additional costs that you paid will be refunded to you. On any page, the largest ad will have priority, even if it comes in later than yours.

- If a full page ad is purchased, we will make sure your opponent's ad is not on the opposite page.
- All ads' contents are held in strict confidence.

Thank you for your consideration.

Tom Ward, publisher, The Valley Breeze