

The Valley Breeze 2009 Advertising Rates

Newspapers

Four Community Editions

The Valley
Breeze

17,500 papers serving
Cumberland & Lincoln

The Valley
Breeze

16,000 papers serving
North Smithfield, Woonsocket, RI
& Blackstone, MA

The Valley Breeze &
Observer

10,000 papers serving
Smithfield, Scituate,
Foster & Gloucester

The North Providence
Breeze

6,700 papers serving
North Providence

The Valley Breeze Newspaper 3 Pricing Zones:

Zone 1 – The Valley Breeze Cumberland Lincoln edition; **Zone 2** – The Valley Breeze North Smithfield Blackstone Woonsocket edition;

Zone 3 – The Valley Breeze & Observer (covering Smithfield, Scituate, Foster & Gloucester) and The North Providence Breeze

• Minimum size requirement for all frequency discounts is 1 column wide by 3" tall. (2" wide x 3" tall).

• Demand position – Add 25% premium to all rates, on a space available basis. • Proofs and spec ads must be submitted at least 7 days prior to publication.



Weekly Frequency Rates & Discounts (per column inch)

Frequency (in a 52-week period)	Any 1 Zone	Any 2 Zones	All 3 Zones
Open Rate (6 runs or less)	\$19.00	\$34.00	\$47.00
6 runs in 12 weeks or 13 runs in 52 weeks	\$18.00	\$31.25	\$44.25
6 runs in 6 weeks or 13 runs in 26 weeks	\$16.50	\$28.50	\$41.50
13 runs in 13 weeks or 26 runs in 52 weeks	\$15.00	\$23.75	\$33.50
26 runs in 26 weeks or 39 runs in 52 weeks	\$13.75	\$21.25	\$30.50
52 runs in 52 weeks	\$12.25	\$18.50	\$27.75

Full Page & Page One Advertising

Half Page (black & white)	\$559	\$879	\$1,199
Full Page (black & white)	\$929	\$1,529	\$2,129
Full Page (full color)	\$1,029	\$1,629	\$2,299
Front Page (full color)	\$269	\$479	\$689
Front Page Living Section (full color)	\$N/A	\$289	\$389

Legal, Municipal and Political Advertising (per column inch)

Legal & Municipal Advertising	\$15.25	\$23.75	\$32.50
Political Advertising (pre-paid only)	\$17.50	\$30.00	\$42.50

Extras (per edition cost)

Full Color Advertising – Add \$150	Spot Color Advertising – Add \$100
---	---

Inserts

\$39. per thousand for a full run in any zone; \$37. per thousand for a full run in multiple zones;
\$45. per thousand for a partial run in any zone (minimum run – 5,000).