

Online Display Advertising Rates

RIMonthly.com

Annual print advertisers get up to a 40% discount when they advertise online.

RIMonthly.com features searchable content from current and archived issues, Top Doctors results, Best of Rhode Island® winners, daily blogs from our editors, restaurant reviews and listings, party photos, videos, contests and more! Expand your reach and maximize your impact with display advertising on our site.

PACKAGE	IMPRESSIONS	INVESTMENT	
		Leaderboard and Island Ads	Island Banner Ads
A	50,000	\$960	\$600
B	40,000	\$880	\$560
C	25,000	\$600	\$380
D	10,000	\$260	\$160

DISCOUNTS OFFERED TO OUR ANNUAL (12X) CONTRACT PRINT ADVERTISERS

Based on 12 month online package

Print Ad Dollars Contracted	Discount Available
From \$3,000 to \$25,000 gross	25% OFF
\$25,000 gross and above	40% OFF

Please note that all rates are net.

Discount rates apply only for online campaigns that run concurrently with print campaigns.

Online ad creation for static ads is included in price for print advertisers. Ads will be designed to complement print advertising campaign, where applicable.

Animation, flash and videos are available for an additional charge.

Rates are run-of-site. Prices shown are based on delivering the number of impressions purchased within a 30 day period, but can be delivered within a shorter time frame if desired. Impressions will continue until all purchased impressions are delivered, regardless of scheduled run date.

Advertisers may have the option to target their ads to run in specific sections of the site or adjacent to specific content type. If available, there is a 20% premium charged for non run-of-site placement.

For more information, contact your Rhode Island Monthly marketing consultant or Kieran Keating, associate publisher/sales, at 401-649-4888 or kkeating@rimonthly.com