

Rhode Island Monthly

Know more. Live better.

Independent Schools October, November and January

The October, November and January issues of *Rhode Island Monthly* include a specially priced opportunity for independent schools to publicize their curricula and their open house dates.



October issue: Focus on Distinguished Alumni

Schools that advertise in our **October Independent Schools** section can also benefit from inclusion in this advertorial feature, profiling notable alumni from each participating school, at no additional cost. Each school placing a quarter page ad or larger in the October issue will receive a questionnaire to fill out about a notable alumnus, including their year of graduation and a short biography.

Full page four color advertisers will receive **two alumni profiles**. See the chart below for details on word counts and photographs.

Why Rhode Island Monthly?

We target the ideal audience for independent schools — college educated, affluent parents who are concerned with their children's education.

In the bio, you may wish to incorporate answers to the following:

- What is the distinguished alumnus/alumna doing now? • What does he/she do for a living?
- What contributions has the person made to the community? • Is the person still involved with the school? If so, how? • Have any scholarships been established in the person's name? • What activities was the person involved in at your school?
- Has he or she recently received any special awards or recognition from your school or elsewhere?

Our editors will compile a profile of the alumnus from the responses provided.

All schools placing 1/4 page or larger ads in this section will also be featured in a special listing of upcoming open house dates.

Special Independent Schools Rates

		3x	2x	1x	October Issue Distinguished Alumni Profiles
COLOR	full page	2,895	3,230	3,590	2 profiles with photos / up to 150 words each
	1/2 page	2,350	2,595	2,895	1 profile with photo / up to 100 words
	1/4 page	1,795	1,995	2,200	1 profile / up to 100 words
BLACK & WHITE	full page	2,350	2,595	2,895	1 profile with photo / up to 100 words
	1/2 page	1,795	1,995	2,200	1 profile / up to 100 words
	1/4 page	1,350	1,495	1,650	1 profile / up to 50 words
	1/8 page	795	895	995	N/A

all rates are net

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