

Independent Schools Promotional Package

If you are trying to reach the families most likely to send their children to private school, we provide the right audience and a strategic print & digital marketing program. This package guarantees your school our lowest advertising rates and unlocks a multitude of benefits outlined below.

Program elements include an enhanced presence in our **Private Schools Chart** the opportunity to highlight one or two notable alumni in our **Distinguished Alumni Profiles**, free **Open House Listings**, and a profile in our year-round online **Independent Schools Guide**.

PRINT

SEPTEMBER — Our editors will feature an extensive private schools chart. Independent school advertisers in this issue are guaranteed a **free highlighted presence** in the chart with additional information about what makes their school unique.

OCTOBER — This issue includes a special section featuring **free profiles of distinguished alumni**. Half page & larger advertisers in this issue are invited to submit brief profiles and photos of notable alumni, or those who have continued to support the school.

OCTOBER, NOVEMBER & JANUARY — We will publish **open house dates** for that specific month for each school participating in the relevant issue.

DIGITAL

We will publish a year-round guide (September — August) profiling participating private schools that will include links to your website and social media channels. The guide will be posted on our website all year and promoted via three dedicated blasts to our 20,000 401 e-newsletter subscribers.

Special Independent School Rates & Distinguished Profile Details

PRINT >>	COLOR	4x	3x	2x	1x	October Issue Distinguished Alumni Profiles
		full page	2,895	3,100	3,400	3,700
	1/2 page	2,350	2,475	2,675	2,975	1 profile with photo / up to 100 words
	1/4 page	1,795	1,895	1,995	2,200	
BLACK & WHITE >>	4x	3x	2x	1x		
	full page	2,350	2,475	2,675	2,975	1 profile with photo / up to 100 words
	1/2 page	1,795	1,895	1,995	2,200	1 profile / up to 100 words
	1/4 page	1,350	1,425	1,500	1,725	
DIGITAL	full page print ad	FREE	750	1500	1500	Year round online profile and promo
	1/2 page print ad	FREE	750	1500	1500	Year round online profile and promo
	1/4 page print ad	500	1,000	1500	1500	Year round online profile and promo

Rate for year-round digital profile without a print ad is \$1,750

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

