

nest Rate Card

Partnership Packages: Editorial & Advertising Coverage *(net rates)*

With these packages, the publication's editors and designers will partner with you by showcasing your products and services within the content of the magazine.*

Package 1

Custom extended editorial feature, (4+ pages).
These are customized packages. See your account executive for rates and parameters.

» *Photography included*

Package 2

Editorial and Ad Spread (2 pages total):

\$4,350 net

Options offered:

A. 1 & 1/3 page editorial, 2/3 page ad

B. 1 page editorial, 1 page ad

C. 2 page editorial, no ad

» *Photography included*

Package 3

Editorial and Ad Page (1 page total):

\$3,350 net

Options offered:

A. 1/2 page profile, 1/2 page ad

B. 1 page profile, no ad

» *Advertiser to supply one photo for profile*

Display Advertising *(gross rates)*

2 Page Spread \$4,350

Full Page \$3,350

2/3 Page \$2,600

1/2 Page (Hz) \$2,200

1/3 Page (Hz) \$1,750

» *All ad rates are for four color ads*

Cover & Premium Placement *(net rates)*

Back Cover (Cover 4) \$1,500

Inside Front Cover (Cover 2) \$900

Inside Back Cover (Cover 3) \$600

» *Other Guaranteed Premium Placements — Add 15% to rate*

Formatted Profiles

Starting at \$725.

See separate sheet for layout and rates.

Business Directory Ads

Starting at \$250.

See separate sheet for layout and rates.

Take advantage of our
FALL HOME incentive with ads
in *Nest* and *Rhode Island Monthly's*
September issue.

See your account executive for details.

Partnership Packages: FYI!

Packages 1 & 2: We will arrange photography at no additional charge if needed. We encourage our advertising partners to supply 300 dpi/high quality images (e.g. manufacturer images, or photos taken by a professional photographer) whenever possible. All photography taken by our photographers can be used **only** for advertising in *Rhode Island Monthly* Communications, Inc. publications, unless the image(s) have been purchased separately from the photographer.

Package 3: We require image(s) to be supplied by the advertiser.

While significant input will be sought from our advertising partners for our partnership packages, the publication's editor and art director will maintain overall control of the content, design and layout, to ensure continuity, consistency and integrity of the publication's design and themes.

Annual advertisers in *Rhode Island Monthly* magazine:

See your marketing consultant regarding a special rate incentive for placing an ad in *Nest*, in addition to your *Rhode Island Monthly* annual advertising schedule.

Rhode Island
MONTHLY