

THE BLOCK ISLAND SUMMER TIMES



Why advertise in The Summer Times?

The Block Island Summer Times is a must read for all island visitors and residents. It is the "what's happening guide", with key stories on best island bands, great dining ideas, and much more.

- Target market: island residents; summer residents; day trippers; house renters; hotel, inn, and B&B guests.
- Available FREE at no less than 90 locations on-island and no less than 15 locations in South County and Newport.
- Reasonable rates. The more you do, the less you pay per insertion.
- Excellent Content. Guaranteeing that each issue is read so ads are seen.
- A Block Island Guide book in every issue keeping you up-to-date on the best beaches, sightseeing trips, historical attractions, nature walks, art galleries, shopping trips, marinas, entertainment and dining tips, and a special kids' section featuring kid-friendly places to go and things to do for the whole family.
- A monthly calendar of events that you don't want to miss!

Keep up with the Times!

Make sure your business keeps up with the business on Block Island.

Call Shane at 401-466-2222.

Advertisement design is a free service!

Publication Information

Printing

Covers & Text – Newsprint

Trim Size – 11" x 17"

Circulation

8,000 - 10,000 copies per issue

Frequency

4 times per year, available in June, July, August and September

Distribution

The Block Island Summer Times is distributed Free! Distributed to 90 locations on island and key locations in South County and Newport; including all ferries from Point Judith, RI and New London, CT and Chamber of Commerce offices in South Kingstown, Narragansett, and Westerly.

Schedules

**Issue#
(Date of Issue)**

**Space
Reservation
Deadline**

A/19 June	May 17
B/19 July	June 14
C/19 August	July 18
D/19 September	August 16

Mechanical Requirements

(Please feel free to contact us with any technical questions you may have.)

DPI

Submitted materials should be at least 300 dpi for both B&W and four-color.

Ad Submissions

- Any ad supplied must in one of the following formats: TIFF; EPS; JPG; PDF (High Res)
- All fonts must be embedded or converted to outline or image.

4 - Color Ads

The sum percentage of tone value for 4/C ads is not to exceed 260%

Materials format

DVD or E-Mail

E-Mail

ads@blockislandtimes.com

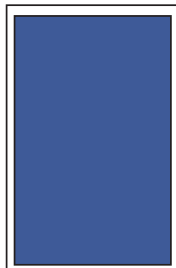
Mail

Block Island Times, Box 278, Block Island, RI 02807

Free Bonus

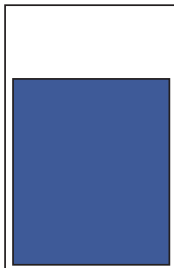
Each issue of the Block Island Summer Times will be available online at our own news site, www.blockislandtimes.com as well as the premier Block Island vacation website, www.blockisland.com.

Block Island Summer Times Advertising Information



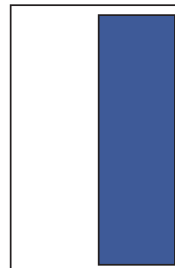
Full Page

\$1071/issue - 4 Issue Rate
\$1173/issue - 1 Issue Rate



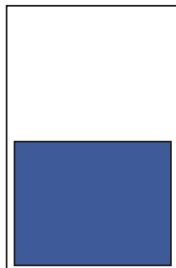
3/4 Page

\$943/issue - 4 Issue Rate
\$1002/issue - 1 Issue Rate



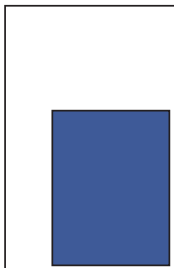
1/2 Page Vertical

\$808/issue - 4 Issue Rate
\$897/issue - 1 Issue Rate



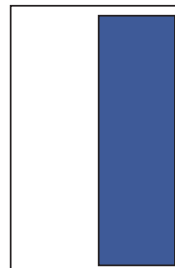
1/2 Page Horizontal

\$808/issue - 4 Issue Rate
\$897/issue - 1 Issue Rate



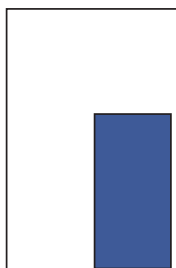
1/2 Page Magazine

\$808/issue - 4 Issue Rate
\$897/issue - 1 Issue Rate



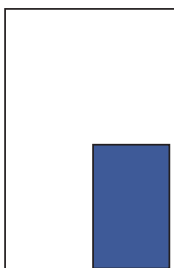
3/8 Page Vertical

\$671/issue - 4 Issue Rate
\$729/issue - 1 Issue Rate



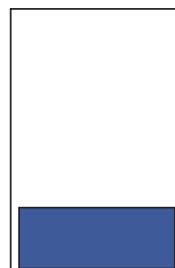
5/16 Page Vertical

\$558/issue - 4 Issue Rate
\$646/issue - 1 Issue Rate



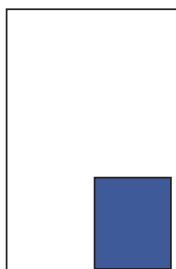
1/4 Page Vertical

\$478/issue - 4 Issue Rate
\$538/issue - 1 Issue Rate



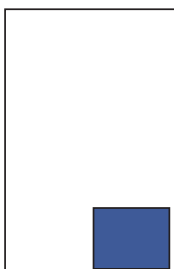
1/4 Page Horizontal

\$478/issue - 4 Issue Rate
\$538/issue - 1 Issue Rate



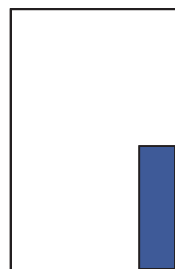
3/16 Page Vertical

\$362/issue - 4 Issue Rate
\$420/issue - 1 Issue Rate



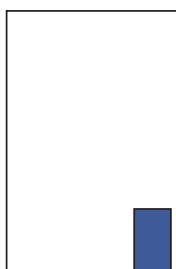
1/8 Page Horizontal

\$289/issue - 4 Issue Rate
\$342/issue - 1 Issue Rate



1/8 Page Vertical

\$289/issue - 4 Issue Rate
\$342/issue - 1 Issue Rate



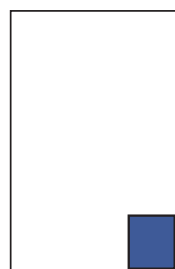
1/16 Page Horizontal

\$177/issue - 4 Issue Rate
\$215/issue - 1 Issue Rate



1/16 Page Vertical

\$177/issue - 4 Issue Rate
\$215/issue - 1 Issue Rate



Artist Page

\$91/issue - 4 Issue Rate

Rate includes Color!

Discounts available for black and white

Reserved Position

Back Cover add 20%

Inside Front Cover or Inside Back Cover add 15%

Center Spread (left or right) add 10%

All rates net of commission.


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*For more information
call Shane at
401-466-2222*

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