

# RHODE ISLAND

## Destination Guide 2010/2011

The **Rhode Island Destination Guide** is the **official marketing and fulfillment publication** used by both the Providence Warwick Convention & Visitors Bureau and the Newport and Bristol County Convention & Visitors Bureau **to target the lucrative meeting and convention industry, including sports events.**

This guide will be utilized to promote Rhode Island over the next two years as a premier destination for meetings, conventions and sports events. The guide is also designed to be a resource guide to help meeting planners choose specific facilities, vendors and services once they have selected Rhode Island as their location of choice.

With an ad in the Destination Guide, you will reap the benefits of the hundreds of thousands of dollars spent annually by the convention and visitors bureaus to sell Rhode Island as a meeting, convention and sports destination.

Rhode Island Monthly Communications will design and print the 2010/2011 guide and will produce a state-of-the-art digital edition of the publication. Distribution is targeted to key decision makers, and will include:

- » CVB customer events in key feeder markets
- » Meeting and convention trade shows and exhibitions
- » Targeted mailings to prospective customers/planners

The publication also serves as a reference tool for local meeting and event planners.

### DIGITAL EDITION

In addition to the print version, a state-of-the-art digital edition of the publication is produced and linked from both CVB websites, for two years, at no additional fee to advertisers. The digital edition, with "flip-page" technology, is also linked from the Rhode Island Convention Center website and the Dunkin' Donuts Center website. The combined number of visitors to these websites is more than 2 million per year. We will include a free link from your digital ad to your website.

### SPORTS SECTION

With more high-profile sporting events looking for supportive host communities, we're featuring a section to highlight Rhode Island's great facilities, geographical benefits and spectacular settings for such events, and our experience in hosting national sporting events in the past.



**For advertising inquiries**, please contact Audra Lavoie, Rhode Island Monthly Communications marketing consultant, at 401-649-4803 or [alavoie@rimonthly.com](mailto:alavoie@rimonthly.com).

You may also contact Kieran Keating, Rhode Island Monthly Communications associate publisher/sales, at 401-649-4888 or [kkeating@rimonthly.com](mailto:kkeating@rimonthly.com).

**Rhode Island**  
MONTHLY

Your business. Your growth. Your magazine.

717 Allens Ave., Suite 105  
Providence, RI 02905  
[RIMonthly.com](http://RIMonthly.com)

If you have questions about how the publication will be utilized to attract meetings, conventions and sports events, please contact:

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**Tim Walsh**  
401-845-9132  
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**PROVIDENCE • WARWICK**  
Convention & Visitors Bureau

**Newport**  
RHODE ISLAND  
CONVENTION & VISITORS BUREAU

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**Rhode Island Monthly Communications** is responsible for the design, layout and production of all ads using a formatted layout. Please review the production specifications and requirements below, and contact Paul O'Hare, production director, with any questions at 401-649-4833 or [pohare@rimonthly.com](mailto:pohare@rimonthly.com).

### NET RATES & FORMATTED AD GUIDELINES

#### TWO-PAGE SPREAD \$2,500

Includes up to two logos, up to four photos, and 200 words of bulleted copy

#### FULL PAGE \$1,500

Includes up to two logos, up to three photos, and up to 150 words of bulleted copy

#### HALF PAGE \$1,000

Includes one logo, one photo, and up to 70 words of bulleted copy

#### QUARTER PAGE \$650

Includes one logo, one photo, and up to 30 words of bulleted copy

#### EIGHTH PAGE \$375

Includes one logo and up to 25 words of bulleted copy

See *Recommendations for Bullet Points in Formatted Ads* in this Media Kit.

*Note: Above word counts do not include company name and contact information.*

### DISCOUNT FOR SECOND AD

Advertisers who choose to place two ads in different sections of the publication will be offered a discount of 15% off the rate of the smaller ad.

### SPORTS SECTION LISTINGS

Advertisers wishing to have a presence in the SPORTS section, but who want to place their display ad in one of the other sections will have the option of purchasing a listing in the sports section (15 word description, plus contact information) for a fee of **\$125**. The listing will reference the page number of the display ad.

### DIGITAL EDITION ONLINE PRESENCE

All print/display advertisers will have their ads included in the digital edition. They will also receive a FREE link from their digital edition ad to their website, if applicable.

Non-print advertisers may choose to purchase a digital edition listing (30 word description).

### FORMATTED AD DESIGN

Logo and images/artwork must be provided by advertisers. Please allow up to three weeks for final proof of your ad.

### PRODUCTION REQUIREMENTS

Ad materials should be sent to Audra Lavoie at [alavoie@rimonthly.com](mailto:alavoie@rimonthly.com).

### IMAGES

Digital images must be supplied in high resolution at 300 dpi. Logos should be supplied in EPS or TIFF format (bitmaps at 1200 dpi). Colors must be saved as CMYK. Minimum image size is 6" x 4".

### DEADLINES

#### Advertising space reservation deadline:

July 2, 2010

#### Ad materials deadline:

July 7, 2010

#### Publication date:

August 6, 2010

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### Recommendations for Bullet Points in Formatted Ads

Based on the questions that meeting planners typically ask, the CVBs recommend including the following type of information in your Destination Guide ads, in addition, of course, to all relevant contact information (including website, email address and fax number):

#### HOTEL MEETING FACILITIES & ACCOMMODATIONS

- » Number of sleeping rooms.
- » Number of meeting rooms.
- » A formatted Meeting Rooms chart will appear in all 1/4 page and larger ads detailing each of the meeting room's dimensions, and the numbers of people that can be accommodated for various set-ups. This is critical information for meeting planners—we will provide a form for your completion.
- » Two page spread advertisers are encouraged to show meeting room schematics, if available, on their second page.
- » The alternative would be high quality meeting room images.
- » Unique attributes of the property.
- » Location benefits (if appropriate), e.g. distance from airport, convention center.
- » Amenities offered, for example:
  - parking: self, valet, bus
  - restaurants
  - pool: indoor/outdoor
  - concierge floors
  - fitness center, spa, salon
  - wireless Internet service

#### UNIQUE VENUES

- » Unique attributes of the venue.
- » Special services offered.
- » If appropriate, a formatted Meeting Rooms chart will appear in all 1/4 page and larger ads, just as described above for hotel facilities.

#### ATTRACTIONS & EXCURSIONS

- » Unique attributes
- » The number of people that can be accommodated (include restrictions, if any)

#### CONVENTIONS SERVICES

- » This varies depending on the kind of services that are offered.

#### TRANSPORTATION

- » Unique attributes, services offered
- » Type, or range of vehicles and the number of people that can be accommodated.

#### DINING

- » Unique attributes of the restaurant.
- » Number of people that can be accommodated.
- » Capacity of any private dining rooms for group functions;
- » Location benefits (if appropriate), e.g. distance from airport, convention center, hotels.

#### SPORTS FACILITIES & RELATED SERVICES

- » All relevant specs and technical details;
- » Special amenities provided;
- » Unique attributes;
- » Special services offered.

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