

CTPost, NewsTimes & StamfordAdvocate		LENGTH of CAMPAIGN (MONTHS)			TARGETING	
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
300x250 Above the Fold Only 728x90 Leader board	Home Page/Section Front	\$16	\$14	\$12	N/A	Add \$2.50
	Run of Section	\$14	\$12	\$10	N/A	Add \$2.50
	Run of Site	\$12	\$10	\$8	Add \$6	Add \$2.50
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
234x60 Or 300x250, or 728x90 BTF	Home Page/Section Front	\$10	\$8	\$6	N/A	Add \$2.50
	Run of Site	\$8	\$6	\$5	Add \$6	Add \$2.50
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
88x31	Run of Site	\$5	\$4	\$3	N/A	Add \$1
GreenwichTime & Weeklies		LENGTH of CAMPAIGN (MONTHS)			TARGETING	
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
300x250 Above the Fold Only 728x90 Leader board	Home Page/Section Front	\$18	\$16	\$14	N/A	Add \$2.50
	Run of Section	\$16	\$14	\$12	N/A	Add \$2.50
	Run of Site	\$14	\$12	\$8	Add \$6	Add \$2.50
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
234x60 Or 300x250, or 728x90 BTF	Home Page/Section Front	\$10	\$8	\$6	N/A	Add \$2.50
	Run of Site	\$9	\$7	\$5	Add \$6	Add \$2.50
AD POSITIONS	PLACEMENTS	1-3 Months	4-6 Months	7-12 Months	BEHAVIORAL	GEOGRAPHIC
88x31	Run of Site	\$5	\$4	\$3	N/A	Add \$1
RICH MEDIA POSITION	PLACEMENT	1-3 Months	4-6 Months	7-12 Months		
PEELBACK	Home Page/Section Front	\$30	\$26	\$22		
EXPANDABLE 300x250	Home Page/Section Front	\$30	\$24	\$21		

**VOLUME DISCOUNT 150k/mo. Subtract \$2.00 from CPM**  
**VOLUME DISCOUNT 300k/mo. Subtract \$3.00 from CPM**

**This discount only available on 1-3 mo. and 4-6 mo. pricing.  
 Not applicable to 7-12 month pricing or the run of site below the fold,  
 and the 88x31**

**NON-PROFIT RATE      20% OFF OF RATE CARD(Not Available with Matching program)**

2014 Mobile and Blended RATE CARD



CTPost, NewsTimes & StamfordAdvocate, Greenwich Time			LENGTH of CAMPAIGN (MONTHS)		
Device / Devices	size	Placement	1-3 Months	4-6 Months	7-12 Months
Mobile	300x250		\$18	\$16	\$14
Mobile	300x50		\$16	\$14	\$12
Mobile	full page / interstitial		\$22	\$20	\$18
Blended, Mobile/desktop	M300x50, M/D300x250, D728x90, D234x60	(Desktop home page or section front, plus Mobile)	\$16	\$14	\$12
Blended, Mobile/desktop	M300x50, M/D300x250, D728x90, D234x60	ROS, both desktop and mobile	\$14	\$12	\$10
Blended, Mobile/desktop	M300x50, M/D300x250, D728x90, D234x60	ROS Below the fold, desktop and mobile	\$12	\$10	\$8

M-Mobile, M/D Mobile Desktop, D-Desktop

Adops will determine the % of Mobile Vs. Desktop