



One of the Nation's wealthiest markets just became more profitable for advertisers!

Reach more desirable households in Fairfield County with **Yes! Your Essential Shopper** as an extension of The Hearst Connecticut Media Group as our Sunday Select Market Coverage vehicle.

Increase your reach in our most important retailing zip codes that are the most utilized by preprint advertisers supported by high disposable income levels and have traffic patterns to, or are a part of, major shopping areas.

According to the NAA, 81% of adults have responded to print newspaper advertising in the past 30 days, and our **YES!** targeted delivery allows for readers to take advantage of shopping opportunities from both national and local advertisers.



To advertise, contact your Hearst Media Consultant or contact 203-330-6238 or advertise@hearstmediact.com

Rev. 9/23/2014



Increase your household penetration to 60% in the most desirable zip codes in Fairfield County

Increase your reach in the most important zip codes in the market! Zip codes are determined by those most purchased by pre-print advertisers with a total distribution of up to 50,000 non-subscribers every Saturday and Sunday.

YES! Your Essential Shopper is part of our Select Insert program for non-subscribers. Your inserts are delivered Saturday and Sunday to only the most desirable non-subscriber households in the market area.

Using advertisers and trade associations as sources, Yes! includes articles with a shopping focus that cover both national and local retailers. This engaging editorial environment assures excellent readership.

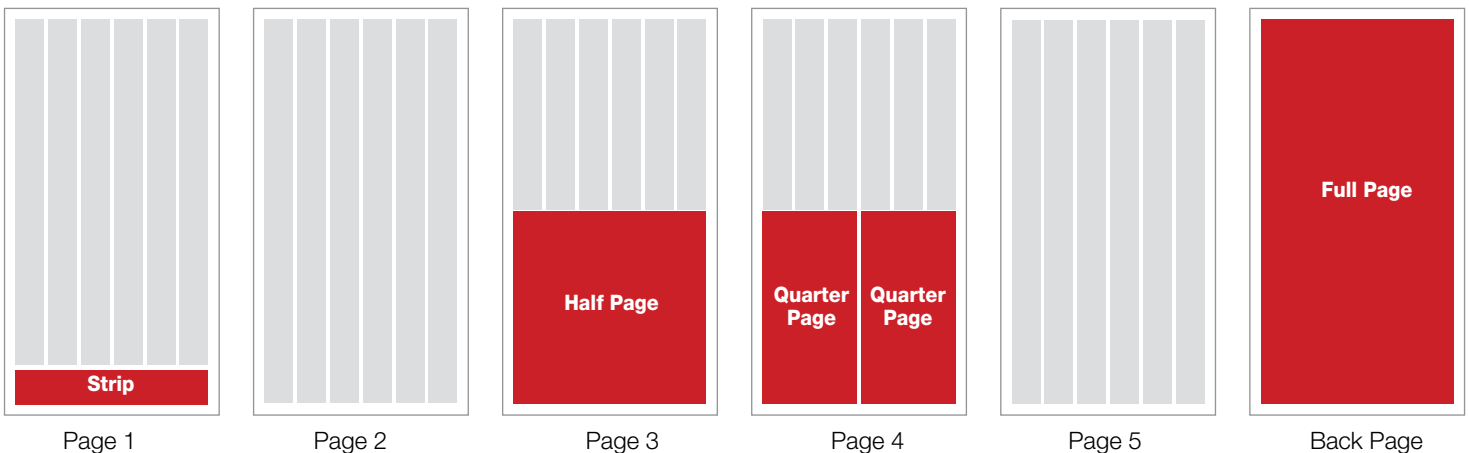


	Ad	Size	Price
Premium Position	Front Page Strip	6 col x 3"	\$150.00 per week
	Quarter Page	3 col x 10"	\$150.00
	Half page (Horizontal only)	6 col x 10"	\$250.00
	Full page inside	6 col x 20"	\$500.00
	Full page back	6 col x 20"	\$500.00

Pricing includes color

Sunday Publishing Date
ROP Deadline:
 Fridays, 10 Days Prior
Inserts Deadline:
 Wednesdays, 12 Days Prior

Available Advertising Space



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