

HEARST Direct

Design, Print, Deliver... Results

Custom, Cost-Effective
Messages Designed
Just for Your Business!

The image displays three overlapping sample direct mail pieces. The leftmost piece is a blue and yellow coupon for Hank Mays' Discount Tire & Auto Centers, advertising a \$18.88 lube, oil, and filter service. The middle piece is a colorful flyer for a birthday party, featuring a silhouette of a person jumping and the text 'take your BIRTHDAY PARTY to the Sky!'. The rightmost piece is a red and green flyer for Tony's Pizzeria & Restaurant, featuring a background of tomatoes and text about pizza and restaurant services.

\$18.88 Lube, Oil & Filter
Includes a 4-Tire Rotation & a 21-Point Safety Check!

hank may's
Discount Tire & Auto Centers

www.hankmays.com
Norwalk • Stamford • Port Chester

Most vehicles. Valid through 6/15/13.
Not to be combined with other offer.

Free Laser Vascular Screening

Do you feel pain, discomfort or swelling in your legs at the end of the day because of Varicose veins?

Come for a free screening about your options. We'll discuss the quality of your veins and the quality of your life. You owe it to your health and beauty.

Call for an appointment: **914-911-1111**

Saturday 10AM - 4PM

All screenings will be performed by our board certified vascular specialists: Arun G. Pravin S. S. Igor Laskowski.

take your BIRTHDAY PARTY to the Sky!

Tired of the same old birthday party? Let your party SOAR above all the others at Sky Zone Indoor Trampoline Park.

TONY'S
Pizza & Restaurant

Connecticut's Favorite Pizza"

In or Take Out
Breakfast • Lunch & Dinner
(Minimum \$10.00 Order*)

AVAILABLE FOR ALL OCCASIONS
HOUSE ACCOUNTS WELCOME

SUMMER STREET
STAMFORD, CT 06905
(BY SHOPPING CENTER)

999 F: 203-964-9998
S A WEEK: 11AM - 10PM

Get the results
you're looking for with...

HEARST Direct

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Designing your own customized Flyers, Menus, Inserts and Front Page “sticky notes” is easy! Hearst Direct Media Consultants are well-trained in helping you develop an effective message that gets results!

Single Sheets

Glossy stock, printed 4-color on both sides are affordable! Print Now, Deliver Later program saves you even more. All are targeted to the zip code level if desired. Takes only 10–16 days.



Four-Page Flyers & Multi-Page Booklets

Ideal for brochure style presentations of products and descriptions, catalogs and course offerings. Targeted to the zip code or entire area. Additional store copies available.



Front Page AdNotes (“Sticky Notes”)

Maximum impact!
Great results and visibility.



Direct Mail

It's easy to integrate direct mail into your multi-channel marketing programs. Hearst Direct can help you design, target and execute even the most intricate programs. We start with understanding your targets and objectives, then develop the program to reach them. We have what it takes to maximize your return on investment!



DID YOU KNOW?

79%

of newspaper readers used an insert/circular in the past 30 days.*

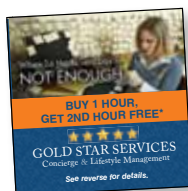
Savings Source (TMC) Shared mail

Every week, over 225,936 households receive this powerhouse shopping vehicle. It's the vehicle of choice for retailers who want to reach a mass audience. Savings Source is distributed to the zip code level.



PRICING

Hearst Direct 3"x3" Front Page Ad Notes Pricing



QUANTITY	CPM
10,000 (min) to 19,999	\$72
20,000 to 34,999	\$57
35,000 +	\$50

Rough copy deadlines: 15 days prior to publication date. Electronic file deadline: 10 days prior to publication date. Includes 1-4 colors. Application-only rate: \$45 per thousand.

Hearst Direct Full Color Flyer Pricing

	P&D		P&D
5.66" x 11" or 8.5" x 5.5" 2-sided		10" x 11.5" JUMBO 2-sided	
10,000-19,999	\$59	10,000-19,999	\$88
20,000-29,999	\$51	20,000-29,999	\$84
30,000-49,999	\$49	30,000-49,999	\$64
50,000-99,999		50,000-99,999	\$56
		100,000-199,999	\$53
8.5" x 11" 2-sided		200,000-295,000	\$50
10,000-19,999	\$87		
20,000-29,999	\$82	11" x 17" MENU/BROCHURE *	
30,000-49,999	\$63	10,000-19,999	\$102
50,000-99,999	\$54	20,000-29,999	\$99
100,000-199,000	\$51	30,000-49,999	\$70
200,000-295,000	\$50	50,000-99,999	\$68
		100,000-499,999	\$67

*Special folds add \$6.00 per M

*Bleed will result in slightly smaller overall size.

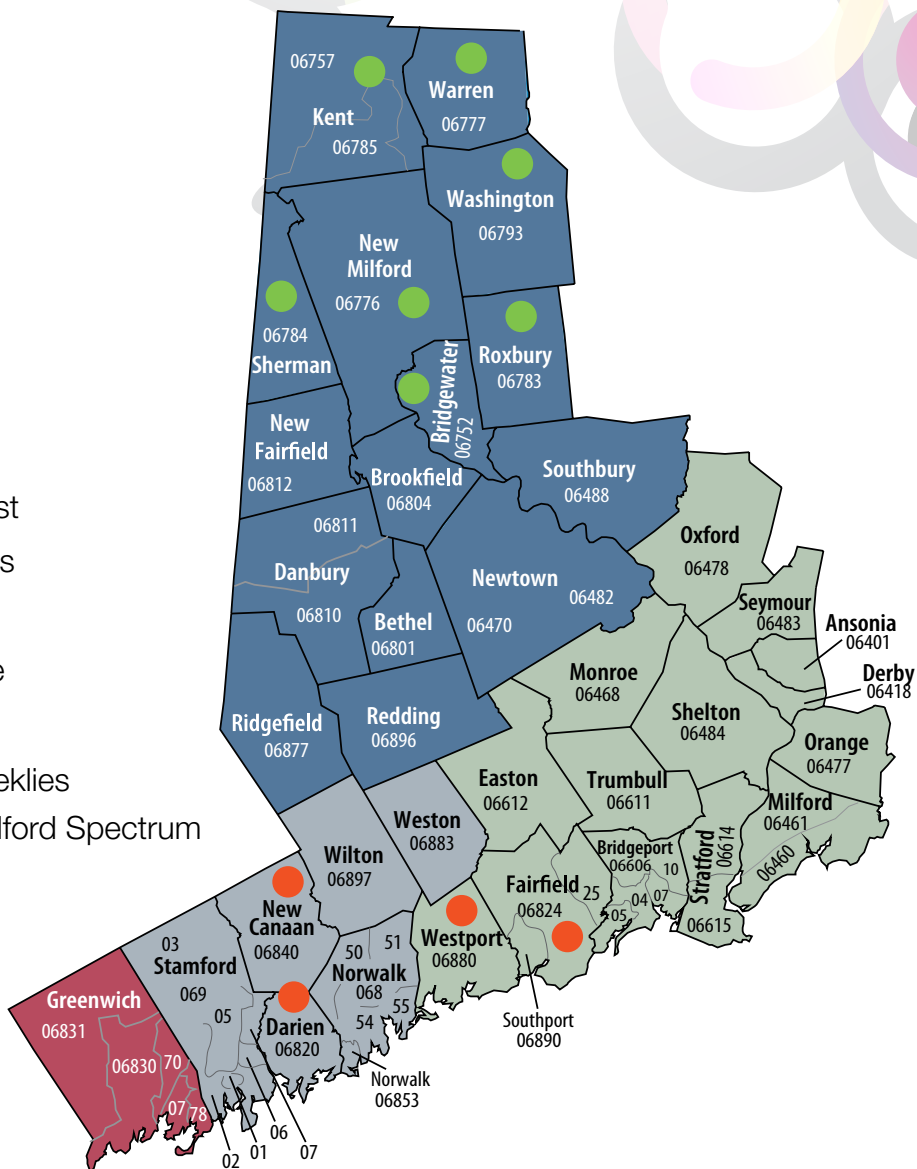
*Customer copy can be delivered at an additional cost.

Rev. 3/11/2014

MARKET AREA

- Connecticut Post
- The News-Times
- The Advocate
- Greenwich Time

- Community Weeklies
- Greater New Milford Spectrum



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To advertise, contact your Hearst Media Consultant
or Mike Blais, Hearst Direct Sales Manager:
mblais@hearstmediact.com or 203-383-0658

Rev. 3/11/2014

HEARST *media services*