

2015 Online Display Advertising Rates

Hearst Connecticut News Sites

ctpost.com
newstimes.com
stamfordadvocate.com

Ad Positions	Placements	Rate CPM	Rich Media Boosters*
300 x 250 ATF	Home Page & Mobile	\$18	Add \$2.50
	Section Targeting	\$16	Add \$2.50
728 x 90 Leaderboard <small>728 x 90 not available on Mobile)</small>	Run of Site	\$13	Add \$2.50
	Home Page	\$18	Add \$2.50
300 x 600 ATF	Section Targeting	\$16	Add \$2.50
	Home Page/Section Front	\$10	Add \$2.50
728 x 90 & 300 x 250 BTF	Run of Site	\$8	Add \$2.50
728 x 90 & 300 x 250 BTF	Mobile Only	\$16	NA

▼ 500k Minimum Impression Campaign ▼

Ad Positions	Placements	Rate CPM	Rich Media Boosters*
728 x 90 BTF	Home Page/Section Front/Run of Site	\$4	Add \$2.50
234 x 60 BTF	Run of Site	\$3	Add \$2.50

**greenwich
time.com**

Weeklies

Westport-news.com
 NewCanaanNewsOnline.com
 FairfieldCitizenOnline.com
 DarienNewsOnline.com
 NewMilfordSpectrum.com

Ad Positions	Placements	Rate CPM	Rich Media Boosters*
300 x 250 ATF	Home Page & Mobile	\$22	Add \$2.50
	Section Targeting	\$18	Add \$2.50
728 x 90 Leaderboard <small>728 x 90 not available on Mobile)</small>	Run of Site	\$16	Add \$2.50
	Home Page	\$22	Add \$2.50
300 x 600 ATF	Section Targeting	\$18	Add \$2.50
	Home Page/Section Targeting	\$10	Add \$2.50
728 x 90 & 300 x 250 BTF	Run of Site	\$9	Add \$2.50
728 x 90 & 300 x 250 BTF	Mobile Only	\$16	NA

▼ 500k Minimum Impression Campaign ▼

Ad Positions	Placements	Rate CPM	Rich Media Boosters*
728 x 90 BTF	Home Page/Section Front/Run of Site	\$5	Add \$2.50
234 x 60 BTF	Run of Site	\$3	Add \$2.50

* Rich Media Boosters: Geographic Targeting, Social Media Streaming, Contextual Targeting, RSS Feeds, In-Banner Video (\$2.50 CPM Additional)

2015 Rich Media – Sliding Billboards & Interstitials

Home Page	Position	Home Page Impression Est.	Duration
ctpost.com	Home Page	55,000	\$1,100 Per Day
	Section Front	25,000	\$650 Per Week
newstimes.com	Home Page	50,000	\$1,000 Per Day
	Section Front	35,000	\$400 Per Week
stamfordadvocate.com	Home Page	40,000	\$850 Per Day
	Section Front	30,000	\$400 Per Week
greenwichtime.com	Home Page	20,000	\$500 Per Day
	Section Front	9,000	\$250 Per Week
Weeklies including newmilfordspectrum.com	Home Page	5,000	\$360 Per Day
ALL CMG & Mobile	Interstitials	25,000 Minimum	\$20 CPM

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