

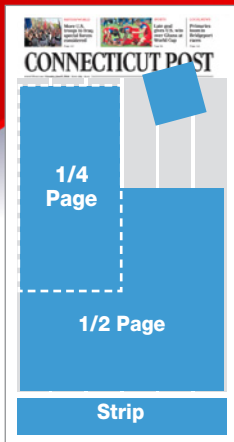
2015

Advertising Options

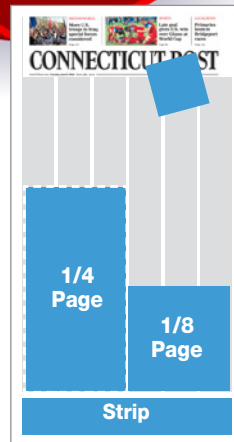
The Connecticut Post reaches over 234,600 print and online readers.

All political advertising must display the words **"Paid Advertisement"** above the ad in twelve (12) point type, in 2-column increments. *(Previous text is sample of 12-pt size text)*

Additional, all ads must carry a fair political practice disclaimer in the bottom of the ad to include: name and address of the individual or organization responsible for the placement of the ad plus a phone number of someone who can respond to the ad's contents. A website address may serve as a substitute for a street address. No political ads on day of any election.



Medium Rectangle



Medium Rectangle

Platinum Level \$11,836

- (2) Two 1/2 page ads in the Connecticut Post (Mon.-Sat.) or (4) Four 1/4 page ads
- One 3" x 3" full color AdNote on front page of the Connecticut Post, Sunday
- 160,000 Impressions, Medium rectangle, run-of-site, ATF on ctpost.com
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

Gold Level \$8,922

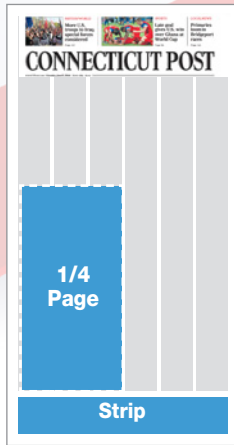
- (2) Two 1/4 page (3 column x 10") ads in the Connecticut Post (Mon.-Sat.) or (4) Four 1/8 page ads (3 column x 5") (Mon.-Sat.)*
- 150,000 Impressions, Medium rectangle, run-of-site, ATF on ctpost.com
- One 3" x 3" full color AdNote on front page of the Connecticut Post, Sunday
- (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

*Add Color -\$300 per ad

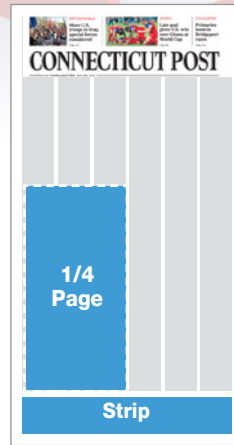
Additional options on reverse side.

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2015 Additional Political Advertising Options



Medium Rectangle



Medium Rectangle

Silver Level \$5,259

- (2) Two 1/4 page (3 column x 10") ads in the Connecticut Post (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 75,000 Impressions, Medium rectangle, run-of-site, ATF on ctpost.com

Bronze Level \$3,167

- One 1/4 page (3 column x 10") ad in the Connecticut Post (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 50,000 Impressions, Medium rectangle, run-of-site, ATF on ctpost.com

*Add Color -\$300 per ad

Add Ons:

1/8 page ad: \$883.50; **1/4 Page ad:** \$1,758; **1/2 Page ad:** \$3,534 each
Add Color -\$300 per ad

Additional Strip Ads: \$750 Mon.-Wed.; \$1,000 Thurs.-Sun.

Additional 50,000 medium rectangle impressions on ctpost.com: \$650

Sliding Billboards

Home Page	Position	Home Page Impression Est.	Cost
ctpost.com	Home Page	55,000	\$1,100/day
	Section Front	25,000	\$650/week

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

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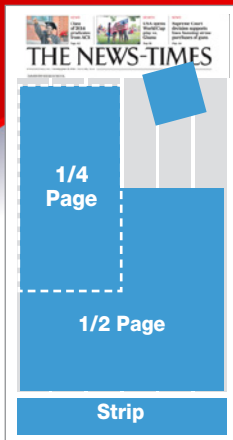
2015

Advertising Options

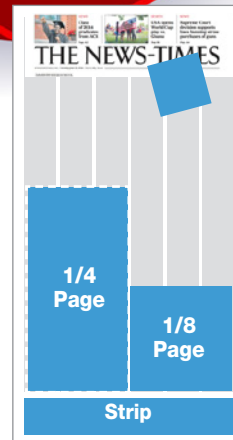
The News-Times reaches over 79,000 print and online readers.

All political advertising must display the words **"Paid Advertisement"** above the ad in twelve (12) point type, in 2-column increments. *(Previous text is sample of 12-pt size text)*

Additional, all ads must carry a fair political practice disclaimer in the bottom of the ad to include: name and address of the individual or organization responsible for the placement of the ad plus a phone number of someone who can respond to the ad's contents. A website address may serve as a substitute for a street address. No political ads on day of any election.



Medium Rectangle



Medium Rectangle

Platinum Level \$6,031

- (2) Two 1/2 page ads in The News-Times (Mon.-Sat.) or (4) Four 1/4 page ads
- One 3" x 3" full color AdNote on front page of The News-Times, Sunday
- 160,000 Impressions, Medium rectangle, run-of-site, ATF on newstimes.com
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

Gold Level \$5,478

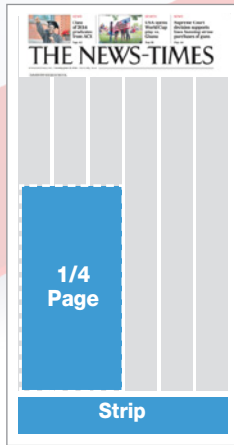
- (2) Two 1/4 page (3 column x 10") ads in The News-Times (Mon.-Sat.) or (4) Four 1/8 page ads (3 column x 5") (Mon.-Sat.)*
- 150,000 Impressions, Medium rectangle, run-of-site, ATF on newstimes.com
- One 3" x 3" full color AdNote on front page of The News-Times, Sunday
- (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

*Add Color -\$300 per ad

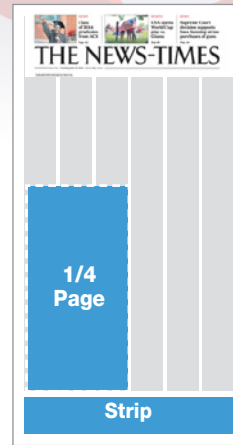
Additional options on reverse side.

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2015 Additional Political Advertising Options



Medium Rectangle



Medium Rectangle

Silver Level \$2,898

- (2) Two 1/4 page (3 column x 10") ads in The News-Times (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 75,000 Impressions, Medium rectangle, run-of-site, ATF on newstimes.com

Bronze Level \$1,986.50

- One 1/4 page (3 column x 10") ad in The News-Times (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 50,000 Impressions, Medium rectangle, run-of-site, ATF on newstimes.com

*Add Color -\$300 per ad

Add Ons:

1/8 page ad: \$293.25; **1/4 Page ad:** \$586.50; **1/2 Page ad:** \$1,173 each
Add Color -\$300 per ad

Additional Strip Ads: \$750 Mon.-Weds.; \$1,000 Thurs.-Sun.

Additional 50,000 medium rectangle impressions on newstimes.com: \$650

Sliding Billboards

Home Page	Position	Home Page Impression Est.	Cost
newstimes.com	Home Page	50,000	\$1,000/day
	Section Front	35,000	\$400/week

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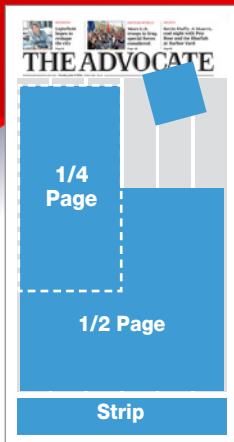
2015

Advertising Options

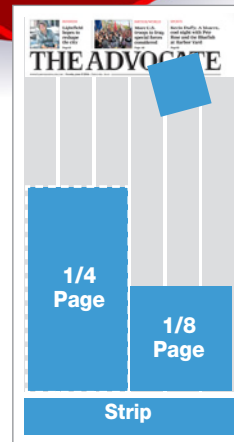
The Advocate reaches over 95,000 print and online readers.

All political advertising must display the words **"Paid Advertisement"** above the ad in twelve (12) point type, in 2-column increments. *(Previous text is sample of 12-pt size text)*

Additional, all ads must carry a fair political practice disclaimer in the bottom of the ad to include: name and address of the individual or organization responsible for the placement of the ad plus a phone number of someone who can respond to the ad's contents. A website address may serve as a substitute for a street address. No political ads on day of any election.



Medium Rectangle



Medium Rectangle

Platinum Level \$7,723

- (2) Two 1/2 page ads in The Advocate (Mon.-Sat.) or (4) Four 1/4 page ads
- One 3" x 3" full color AdNote on front page of The Advocate, Sunday
- 160,000 Impressions, Medium rectangle, run-of-site, ATF on stamfordadvocate.com
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

Gold Level \$6,153

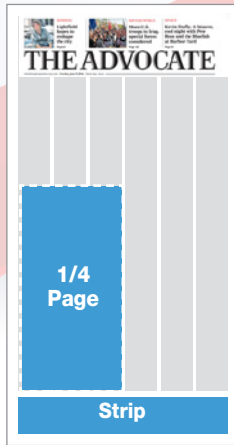
- (2) Two 1/4 page (3 column x 10") ads in The Advocate Mon.-Sat.) or (4) Four 1/8 page ads (3 column x 5") (Mon.-Sat.)*
- 150,000 Impressions, Medium rectangle, run-of-site, ATF on stamfordadvocate.com
- One 3" x 3" full color AdNote on front page of The Advocate, Sunday
- (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

*Add Color -\$300 per ad

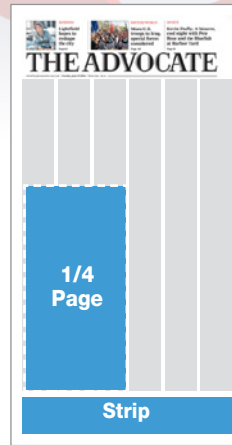
Additional options on reverse side.

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2015 Additional Political Advertising Options



Medium Rectangle



Medium Rectangle

Silver Level \$3,915

- (2) Two 1/4 page (3 column x 10") ads in The Advocate (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 75,000 Impressions, Medium rectangle, run-of-site, ATF on stamfordadvocate.com

Bronze Level \$2,495

- One 1/4 page (3 column x 10") ad in The Advocate (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 50,000 Impressions, Medium rectangle, run-of-site, ATF on stamfordadvocate.com

* Add Color -\$300 per ad

Add Ons:

1/8 page ad: \$547.50; **1/4 Page ad:** \$1,095; **1/2 Page ad:** \$2,190 each
Add Color -\$300 per ad

Additional Strip Ads: \$750 Mon.-Weds.; \$1,000 Thurs.-Sun.

Additional 50,000 medium rectangle impressions on stamfordadvocate.com: \$650

Sliding Billboards

Home Page	Position	Home Page Impression Est.	Cost
stamfordadvocate.com	Home Page	40,000	\$850/day
	Section Front	30,000	\$400/week

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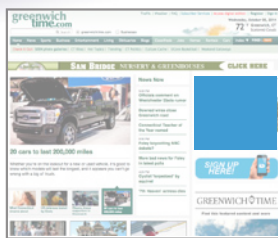
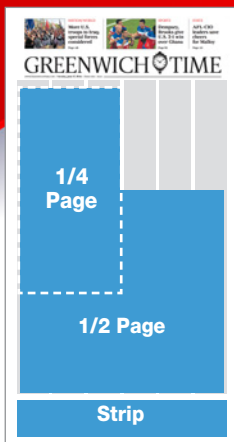
2015

Advertising Options

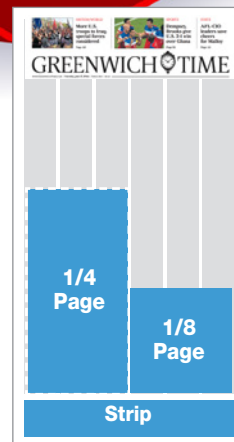
The Greenwich Time reaches over 41,000 print and online readers.

All political advertising must display the words **"Paid Advertisement"** above the ad in twelve (12) point type, in 2-column increments. *(Previous text is sample of 12-pt size text)*

Additional, all ads must carry a fair political practice disclaimer in the bottom of the ad to include: name and address of the individual or organization responsible for the placement of the ad plus a phone number of someone who can respond to the ad's contents. A website address may serve as a substitute for a street address. No political ads on day of any election.



Medium Rectangle



Medium Rectangle

Platinum Level \$5,470

- (2) Two 1/2 page ads in the Greenwich Time (Mon.-Sat.) or (4) Four 1/4 page ads
- 160,000 Impressions, Medium rectangle, run-of-site, ATF on greenwichtime.com
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

Gold Level \$4,980

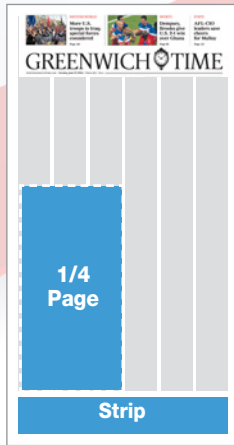
- (2) Two 1/4 page (3 column x 10") ads in the Greenwich Time (Mon.-Sat.) or (4) Four 1/8 page ads (3 column x 5") (Mon.-Sat.)*
- 150,000 Impressions, Medium rectangle, run-of-site, ATF on greenwichtime.com
- (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)

*Add Color -\$300 per ad

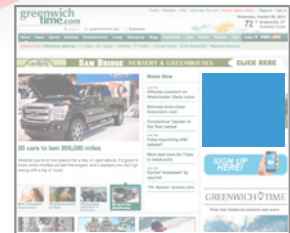
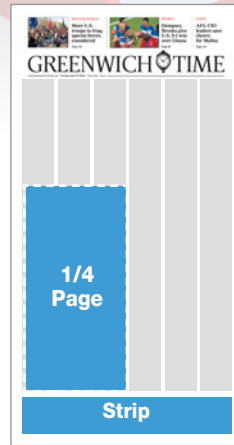
Additional options on reverse side.

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2015 Additional Political Advertising Options



Medium Rectangle



Medium Rectangle

Silver Level \$3,030

- (2) Two 1/4 page (3 column x 10") ads in the Greenwich Time (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 75,000 Impressions, Medium rectangle, run-of-site, ATF on greenwichtime.com

Bronze Level \$2,090

- One 1/4 page (3 column x 10") ad in the Greenwich Time (Mon.-Sat.)*
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Thurs.-Sun. (based on availability)
- 50,000 Impressions, Medium rectangle, run-of-site, ATF on greenwichtime.com

*Add Color -\$300 per ad

Add Ons:

1/8 page ad: \$270; **1/4 Page ad:** \$540; **1/2 Page ad:** \$1,080 each
Add Color -\$300 per ad

Additional Strip Ads: \$750 Mon.-Weds; \$1,000 Thurs.-Sun.

Additional 50,000 medium rectangle impressions on greenwichtime.com: \$600

Sliding Billboards

Home Page	Position	Home Page Impression Est.	Cost
greenwichtime.com	Home Page	20,000	\$500/day
	Section Front	9,000	\$250/week

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