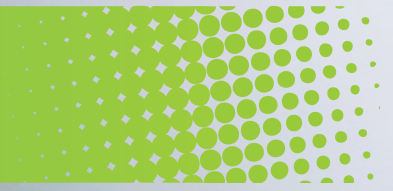


# 2015 Rate Card | Local



CONNECTICUT POST  
THE ADVOCATE

THE NEWS-TIMES  
GREENWICH  TIME

Westport News

New Canaan News

Fairfield Citizen

Darien News

The Greater New Milford  
Spectrum

We offer multimedia marketing campaigns to suit your specific needs.

**HEARST** *media services*

A division of Hearst  
Connecticut Media Group

**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

<b>Open Rate</b>	<b>Daily</b> \$95.35	<b>Sunday</b> \$106.85
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**BULK CONTRACTS**

Contract Size/Inches		Per Col. Inch Daily	Per Col. Inch Sunday
60	(half page)	\$76.75	\$88.25
120	(1 page)	65.50	85.30
240	(2 pages)	64.75	82.45
480	(4 pages)	63.75	79.70
729	(6 pages)	63.30	77.35
1,215	(10 pages)	62.75	74.60
1,580	(13 pages)	61.75	73.35
3,159	(26 pages)	61.40	72.75
6,318	(52 pages)	60.45	72.15
9,113	(75 pages)	59.45	67.25
12,150	(100 pages)	58.90	66.65

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid.

**Retail – Repeat Frequency Incentive**

The following discount is available for retail ads running multiple insertions within seven days in the Connecticut Post. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion. **Each additional insertion: 20% off.**

**Business Builders**

<b>Insertions within 30 calendar days:</b>	<b>Per Col. Inch</b>
15X	\$41.00
30X	\$35.65

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad

**Special Classification Rates**

<b>Charitable Community Rate</b>	Daily \$46.20	Sunday \$52.20
----------------------------------	------------------	-------------------

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

<b>Community Advertiser Rate</b>	Daily or Sunday \$46.00
----------------------------------	----------------------------

**Color Rates**

Additional \$300 per ad

**Color Information and Requirements**

- Color based on availability.
- All color done as CMYK.

**Special Services– Tearsheets**

**Electronic Tearsheets-** The Connecticut Post offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

**Classified Rates**

For updated rates call **203-333-4151**.

- #1 Obituaries
- #2 Public/Legal Notices
- #3 Help Wanted
- #4 General/Memoriams
- #5 Real Estate Listing

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238  
or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

<b>Open Rate</b>	<b>Daily</b> \$32.45	<b>Sunday</b> \$39.15
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**WEEKLY ADVERTISING CONTRACTS**

Contract Size/Inches	Per Col. Inch Daily	Per Col. Inch Sunday
2	\$24.20	\$28.40
5	23.20	27.45
10	22.15	26.20
20	21.25	25.16
50	21.05	25.00
100	20.30	24.10
200	19.95	22.90

**BULK CONTRACTS**

Contract Size/Inches	Per Col. Inch Daily	Per Col. Inch Sunday
Open rate	\$32.45	\$39.15
50	26.00	30.75
100	25.00	29.60
200	24.35	28.70
300	23.85	28.20
400	23.60	27.95
500	23.35	27.65
600	22.85	27.20
700	22.65	26.95
800	22.45	26.60
1,000	22.25	26.30
1,500	21.40	25.40
2,000	21.15	25.10
3,500	20.80	24.70
5,000	20.40	24.20
7,500	19.55	23.65

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

**Retail – Repeat Frequency Incentive**

The following discount is available for retail ads running multiple insertions within seven days in the The News-Times. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion.

**Second Insertion: 25% off. Third - Seventh Insertion: 50% Off.**

**Business Builders**

<b>Insertions within 30 calendar days:</b>	<b>Per Col. Inch</b>
15X	\$16.00
30X	\$14.00

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

**Special Classification Rates**

	Daily	Sunday
<b>Charitable Community Rate</b>	\$21.15	\$25.10

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

	Daily	Sunday
<b>Community Advertiser Rate</b>	\$19.38	\$19.38

**Color Rates**

Additional \$300 per ad

**Color Information and Requirements**

- Color based on availability.
- All color done as CMYK.

**Special Services– Tearsheets**

**Electronic Tearsheets-** The News-Times offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

**Classified Rates**

For updated rates call **203-333-4151**.

<b>#1 Obituaries</b>	<b>#4 General/Memoriams</b>
<b>#2 Public/Legal Notices</b>	<b>#5 Real Estate Listing</b>
<b>#3 Help Wanted</b>	

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238  
or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

Rev. 12/11/2014

**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

DAILY FREQUENCY			
Contract Level	Combo	Adv	Grnch
Open Rate	\$79.90	\$52.70	\$37.80
6 times	65.50	44.00	30.90
13 times	56.70	39.20	27.20
26 times	55.80	38.50	26.40
39 times	54.90	37.90	22.40
52 times	54.20	37.50	19.10
104 times	53.40	37.40	18.60
208 times	52.70	37.30	18.40
365 times	52.30	36.50	18.00

SUNDAY FREQUENCY			
Contract Level	Combo	Adv	Grnch
Open Rate	\$89.70	\$58.90	\$41.00
6 times	75.00	50.90	35.10
13 times	63.80	44.20	30.70
26 times	62.80	43.70	30.40
39 times	62.30	42.90	25.70
52 times	61.70	42.20	21.70
104 times	61.50	41.90	20.90
208 times	60.00	41.50	20.40
365 times	59.10	41.30	19.80

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

**Business Builders**

<b>Insertions within 30 calendar days:</b>	<b>Cost</b>
2c x 2" – 4 weeks	\$415.00
2c x 4" – 4 weeks	\$575.00

- Available Sunday, Monday, Tuesday & Friday
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

**Color Rates**

Additional \$300 per ad

- Color based on availability. • All color done as CMYK.

**Discounts**

Earn 20% discount on any advertisement repeated within 5 days of initial publication date. (Sunday ads are not discounted.)

Earn 30% discount on any advertisement repeated within 7 days of initial publication date (Sunday ads are not discounted.)

Discount applies to contract rates only. No change in size or copy accepted.

**Full Page Discount – The following size advertisements billed at the retail rate qualify for the stated discounts.**

FULL PAGE DISCOUNT				
Ad Size	Columns	Depth	Contract Inches	Discount
Full Page	6	20"	120"	10%
Double-Truck	13	20"	260"	10%

**Consecutive page discounts are also available.** For more information, all 203-330-6238 or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

When taking advantage of the Consecutive Page Discount, no other discounts will apply. It may be configured as a freestanding section, limited availability.

**Special Classification Rates****Charitable Community Rate**

	Combo	Adv	Grnch
Daily	\$49.90	\$35.00	\$17.90
Sunday	56.50	39.40	19.60

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

**Community Advertiser Rate**

	Combo	Adv	Grnch
Daily	\$44.30	\$25.30	\$21.60
Sunday	50.00	28.50	24.70

**Special Services – Tearsheets**

**Electronic Tearsheets** are available. See your representative.

**Classified Rates** For updated rates call **203-333-4151**.

- |                                |                               |
|--------------------------------|-------------------------------|
| <b>#1 Obituaries</b>           | <b>#4 General/Memoriams</b>   |
| <b>#2 Public/Legal Notices</b> | <b>#5 Real Estate Listing</b> |
| <b>#3 Help Wanted</b>          |                               |

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238 or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

Rev. 12/11/2014

## Community Weeklies - 2015 Rate Card, Effective January 1, 2015



### Retail Advertising Rates

Westport News | New Canaan News | Fairfield Citizen | Darien News

No. of Papers	Rate per Column Inch (PCI)
One Paper	\$12
Two Papers	\$18
Three Papers	\$21
Four Papers	\$25
Five Papers (includes New Milford Spectrum)	\$23

#### Community Business Builder – 13 week program

Ad size – 3.36" x 2" - \$300

Ad size – 3.36" x 4" - \$415

#### Front Page Banner Program

1 Paper - \$375

2<sup>nd</sup> through 5<sup>th</sup> publication - \$300 per publication

Front Page Sports Banner - \$775 with 13 week commitment

#### Premium Position: 25% premium on contract rate

Full Color - \$325

Political Rates: \$22 pci

### Retail Advertising Rates

New Milford Spectrum

Retail Display Rate	\$12 (PCI)
Color	Add \$399

#### Front Page or Section Banner Rates

10.625" x 2" — Color banner Ad \$650 per insertion

**For more information, contact 203-330-6238**

**Classified Rates** For updated rates call 203-333-4151.

#1 Obituaries, #2 Public/Legal Notices, #3 Help Wanted,  
#4 General/Memoriams and #5 Real Estate Listing

Rev. 12/11/2014

S

SUNDAY  
MAGAZINELaunching  
this Fall!Four papers,  
four distinct covers

Every Sunday, our lifestyle publication will feature the better things in life, from home and fashion to food and films.

Ours is an affluent and educated market with an active interest in the finer things in life. Over a third of our 195,000+ Sunday readers have a median household income of \$100,000 or above, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: Scarborough 2015, Rel. 1

#### All ad sizes include color.

Newspaper	Full Page	½ Page	¼ Page
Connecticut Post	\$2,500	\$1,375	\$750
The News-Times	\$2,000	\$1,100	\$600
The Advocate	\$1,500	\$825	\$450
Greenwich Time	\$1,500	\$825	\$450

Purchase a full page ad in all 4 dailies - \$5,000

#### Purchase a Half- or Quarter-page ad in all papers:

50% pick-up discount on your second publication ad size (outside of your primary target area). Ad sizes are to be the same for each publication to qualify for your pick-up discount.

#### Some of our S Magazine topics include:

##### FOOD

Restaurant Reviews  
Chef and Artisan Profiles  
Trends

##### HOME

Decor  
Design  
Gardening  
Entertaining

##### FASHION

Apparel  
Jewelry  
Trends  
Local Designers  
Local Shows

##### ARTS

Museums  
Galleries  
Theater  
Books  
Music  
Film

##### TRAVEL

Day Trips  
Personal Essays  
Reader Photos  
Regional Jaunts

##### WELLBEING

Mind  
Body  
Spirit

##### PEOPLE

Galas  
Charity Events

Rev. 7/22/2015

# Mechanical/Ad Sizes

## ROP/Broadsheet/Classified Sizes:

Columns	Picas/Points	Inches
1	10/120	1.667"
2	20.9/249	3.458"
3	31.6/378	5.250"
4	42.3/507	7.071"
5	53/636	8.833"
6	63.9/765	10.625"

## Standard Broadsheet/Recruitment Ad Sizes:

1/8 Page	3 column x 5" (15ci)
1/4 Page	3 column x 10" (30ci)
1/2 Page (Horz.)	6 column x 10" (60ci)
1/2 Page (Vert.)	3 column x 20" (60ci)
Full Page	6 column x 20" (120ci)
Full Double Truck	22" x 20"

## GO/Tabloid Sizes:

Page Size	Inches (W x H)
Full Page	9.25" x 10.5"
Half Page Horz.	9.25" x 5.1"
Half Page Vert.	5.472" x 10.5"
Quarter Page	5.472" x 5.1"
1/8 Page	5.472" x 2.63"
2 Col x 5	3.597" x 5"
Full Double Truck	20.00" x 10.5"

## Electronic Ad Requirements

### ACCEPTED FILE FORMATS:

#### PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

#### Be sure all fonts are embedded within the PDF.

**Why?...** If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

#### More on PDFs

An Adobe PDF document is preferred for optimal reproduction of your camera-ready advertisement. It is recommended that you submit your completed ad to us in a PDF format to eliminate the need to provide us with the document, art, photos and fonts. However, once you give us a PDF file, we cannot make changes to your ad. Therefore, the original document must be prepared with CMYK PROCESS COLORS (DO NOT INCLUDE RGB OR SPOT COLORS) and the images must be CMYK. RGB photos will not color separate. The PDF must have all your fonts embedded.

**We do not accept ads in the following formats:** Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign and PageMaker documents.

#### AdDrop:

We ask that camera ready files (complete PDF ad files) and components (files used by creative to design an ad) be uploaded to AdDrop by going to:

**addrop.ctpost.com**

**addrop.newstimes.com**

(News-Times & The Greater New Milford Spectrum)

**addrop.scni.com** (The Advocate, Greenwich Time and all of the community weeklies)

- When using AdDrop, the choices for submission are "Upload Completed Media" or "Upload Materials." Each form has a specific number of required fields in order to complete the upload. They are marked with a red asterisk. Please contact your sales representative for more detailed instructions if necessary.

#### AdTransit, AdSend and Fast Channel

- Hearst Connecticut Media Group participates with AdTransit, AdSend and Fast Channel to assist those customers who prefer to use this ad delivery.

The preferred document creation program is Adobe InDesign. Photoshop and Adobe Illustrator should be used for creating components that are to be placed into the InDesign document, for example.

Use of Photoshop to compose the entire ad always presents major outputting problems and such documents cannot be accepted.

Our in-house software programs are Adobe CS5 Creative Suite and Adobe Acrobat & Distiller 7.

# Digital Specifications

## BANNER ADS

<b>Desktop Size:</b> >	Leaderboard:	728 x 90 pixels
	Billboard:	300 x 250 pixels
	Half Banner:	234 x 60 pixels
	Large Skyscraper:	300 x 600 pixels
<b>Mobile Size:</b> >	Static Interstitial:	300 x 250 pixels
	Static Wide Banner:	320 x 50 pixels
<b>File Types:</b> >	swf, gif or jpg	
<b>File Size Requirements:</b> >	SWF =	under 40kb
	Gif =	under 30kb
	Jpeg =	under 30kb
<b>Ad Length:</b> >	NO longer than 15 seconds	
<b>Ad Design:</b> >	Must have border	

## RICH MEDIA ADS

<b>Size:</b> >	Sliding Billboard; two pieces:
	Pencil = 951 x 30 pixels Drop = 951 x 300 (max) pixels
Watermark Wrap:	1250 x 640 pixels Top 125px
Desktop Interstitial:	550 x 450 pixels
Mobile Interstitial:	320 x 480 pixels

### Design Specs: >

- Must have border
- If animated, no longer than 8 seconds
- No file size restrictions
- ClickTags not required

### ClickTag instructions – see below

If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact: [creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)

# Deadlines

### ActionScript 1.0 or 2.0

- Step One:** > Insert a new button.
- Step Two:** > While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Three:** > In the main scene, drag the button from the library into frame 1 of a new layer. This layer must be the top layer.
- Step Four:** > Add an action to the button. Copy and paste the script EXACTLY as shown below:
- ```
on(release) {
  getURL(clickTag,"_blank");
}
```
- Note: Do NOT embed the URL into the clickTag. Please leave "\_blank" in the ActionScript.
- Step Five:** > Prior to publishing the movie, select version 9.0 or earlier of the Flash Player in the Publish Settings.
- Step Six:** > Export Movie.

## CLICKTAG INSTRUCTIONS

### ActionScript 3

- Step One:** > In frame 1 of the top layer of the movie scene, insert the script for the clickTag button. Download the ActionScript 3.0 file.
- Step Two:** > Insert a new button.
- Step Three:** > While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Four:** > In the main scene, drag the button from the library into frame 1 of a new layer. This layer should lie directly underneath the ActionScript layer.
- Step Five:** > Add the instance name, thisBTN, to the button.
- Step Six:** > Prior to publishing the movie, select version 9.0 or earlier of the Flash Player in the Publish Settings.
- Step Seven:** > Export Movie.

**Validator:** > <https://doubleclick-support.appspot.com/validator/>

Rev. 5/14/2015



# 2015 Online Display Advertising Rates

## Hearst Connecticut News Sites

**ctpost.com**  
**newstimes.com**  
**stamford  
advocate.com**

| Ad Positions                                                                | Placements                  | Rate CPM | Rich Media Boosters* |
|-----------------------------------------------------------------------------|-----------------------------|----------|----------------------|
| 300 x 250 ATF<br>728 x 90 Leaderboard<br>(728 x 90 not available on Mobile) | Home Page & Mobile          | \$18     | Add \$2.50           |
|                                                                             | Section Targeting           | \$16     | Add \$2.50           |
|                                                                             | Run of Site                 | \$13     | Add \$2.50           |
| 300 x 600 ATF                                                               | Home Page                   | \$18     | Add \$2.50           |
|                                                                             | Section Front               | \$16     | Add \$2.50           |
| 728 x 90 & 300 x 250 BTF                                                    | Home Page/Section Targeting | \$10     | Add \$2.50           |
| 728 x 90 & 300 x 250 BTF                                                    | Run of Site                 | \$8      | Add \$2.50           |
| 320 x 50                                                                    | 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<br>728 x 90 Leaderboard<br>(728 x 90 not available on Mobile) | Home Page & Mobile          | \$22     | Add \$2.50           |
|                                                                             | Section Targeting           | \$18     | Add \$2.50           |
|                                                                             | Run of Site                 | \$16     | Add \$2.50           |
| 300 x 600 ATF                                                               | Home Page                   | \$22     | Add \$2.50           |
|                                                                             | Section Targeting           | \$18     | Add \$2.50           |
| 728 x 90 & 300 x 250 BTF                                                    | Home Page/Section Targeting | \$10     | Add \$2.50           |
| 728 x 90 & 300 x 250 BTF                                                    | Run of Site                 | \$9      | Add \$2.50           |
| 320 x 50                                                                    | 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     | 20,000                    | \$360 Per Day   |
| ALL CMG & Mobile                          | Interstitials | 25,000 Minimum            | \$20 CPM        |

Rev. 2/272015

## 2015 Email Marketing Pricing

Our Hearst network gives us the ability to access 250 million email addresses nationwide. Demographic and geographic targeting is also available.



Small business one-time only campaigns -25,000 for \$800 (must be exactly 25k count)

| Number of emails sent per blast | Cost per thousand      |
|---------------------------------|------------------------|
| 1,000-49,999                    | \$1,000 Minimum Charge |
| 50,000-250,000                  | \$20 cpm               |
| 250,001-400,000                 | \$16 cpm               |
| 400,001-500,000                 | \$12 cpm               |
| 500,001-1,000,000               | \$8 cpm                |
| Over 1mm                        | \$7 cpm                |

## 2015 Targeted Online Display Advertising on Extended Network

Extensive reach beyond our print market area.

| PRODUCT                           | Price                     |
|-----------------------------------|---------------------------|
| Site Retargeting-Desktop Only     | \$6 cpm<br>\$300/mo. min. |
| Keyword Contextual Retargeting    | \$6 cpm<br>\$300/mo. min. |
| Contextual Targeting              | \$6 cpm<br>\$300/mo. min. |
| Run-of-Network/GEO                | \$6 cpm<br>\$300/mo. min. |
| Hearst Premium                    | \$12 cpm                  |
| Pre-Roll                          | \$24 cpm                  |
| Audience Targeting (Desktop Only) | \$7 cpm                   |

Search  
Retargeting

Contextual  
Targeting

O  
E  
G

Rev. 12/18/2014

## 2015 Terms & Conditions — Hearst Connecticut Media Group

### 1. Terms and Conditions

1. The Publisher reserves the right to edit, revise, reclassify or reject any advertising even after the first insertion of a multiple insertion advertisement.
2. Hearst Media Services will not knowingly publish any advertisement which in the absolute discretion of Hearst Media Services is deemed to be illegal, misleading or offensive to its readers.
3. The advertiser agrees that the Publisher shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser credit for so much of the space occupied by the error; and its obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion.
4. Publisher reserves the right to insert above any copy, the word advertisement one or more times if advertisement could be construed by the reader as news or editorial content.
5. The advertiser agrees to assume sole responsibility for statement contained in his copy and to protect and indemnify Hearst Media Services against any and all liability, loss or expense arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights, and all violations of the right to privacy resulting from the publication by Hearst Media Services of the advertiser's copy.
6. It is expressly understood and agreed that the Publisher reserves the right to cancel advertising at any time for any reason, including but not limited to default by the advertiser in the payment of invoices or persistent violations on the part of the advertiser of any conditions herein named. Upon such cancellation, all advertising published thereunder and unpaid, shall become immediately due and payable. No verbal changes or modifications of these conditions will be recognized.
7. Orders containing a provision that advertising shall not appear in proximity to, or to the exclusion of, other advertising cannot be accepted. Hearst Media Services advertising columns are open to the competition of all legitimate advertisers.
8. All positions are at the option of the Publisher. In no event will adjustments, reinstatement or refunds be made because of the position and/or section in which an advertisement has been published. Hearst Media Services shall be under no liability for its failure for any cause to insert an advertisement.
9. Hearst Media Services shall be under no liability for its failure for any cause to insert an advertisement.
10. Hearst Media Services reserves the right to publish any advertisement in a digitized or any other electronic format.
4. All advertising billed will be direct to the advertiser, or may be directed to the client's advertising agency upon written request.
5. If for any reason the minimum space or units contracted for should not be used within the contract period, service actually furnished shall be paid for at rates governing same.
6. Any rate adjustment will be made effective by giving 30 days written notice for contract advertisers for run-of-paper advertising.
7. Contract cannot be invalidated by wrong insertions or omissions.
8. Claims of errors in billing must be made within 30 days of days of invoice, otherwise such claims will not be considered.
9. Specifications on orders restricting the kinds of news on any page area are treated as requests only.
10. Revisions totaling more than 10% of total proof will be charged at established composition rates.
11. The number of insertions to be given, the day or days on which they are to appear, the advertising, if any, which replaces, and the number of inches (lines), must be stated in writing on the copy. If the advertiser at any time fails to furnish copy and or instructions for the regular and uninterrupted insertions of his advertisement on a contract for a specified number of insertions, it is understood and agreed that the last copy furnished, and the space therewith ordered, shall be repeated or orders by telephone will be accepted at advertiser's risk only.
12. Advertising placed on a no proof basis, including advertising submitted after deadline, is done at the advertiser's risk.
13. The forwarding of an order will be construed as an acceptance of all the rates and conditions under which advertising space is at the time sold by Hearst Media Services. A failure to make the order correspond in price, or otherwise, with the rate schedule in force will be regarded as a clerical error, and publication will be made and charged for upon the terms of the rate schedule in force without further notification.
14. In the event of typographical errors advertising goods or services at less than proper price, Hearst Media Services will furnish letters to be posted in the store stating the correct price. Goods may not be sold at the wrong price printed in the advertisement with the intent to the charge the difference to Hearst Media Services. Hearst Media Services shall not be liable for errors and unless corrected proof is returned to us by specified proof-back deadline. Our liability for an error shall not exceed cost of space occupied by the error. Credit will be allowed for first insertion only.
15. Hearst Media Services will not be responsible for errors when correct proof of advertisement does not accompany insertion or order insertion of incorrect illustrations or material supplied by another newspaper.
16. Established Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. Cancellations after deadlines will be charged.
17. Hearst Media Services will not be responsible for key letters that do not print correctly, or for illustrations, materials, drawings or photographs not called for within 30 days after date of insertion.
18. Any tax levied against advertising is to be added to the advertising charges.
19. No advertising objectionable to Hearst Media Services will be accepted, including but not limited to objectionable medical, personal or matrimonial advertising, and no stock promotions or financial advertising, other than those of securities for known value. In any event, all advertising is subject to final approval by the Publisher before publication can be considered.
20. In the event publication is interrupted for any reason or if advertising to be published is omitted, the Publisher shall not be held liable for failure to publish advertising.
21. Contract covers all advertising space used in Hearst Media Services as stated in the current Rate Cards.

### 2. Contract and Copy Regulations

1. This "contract" is a discount billing arrangement which (loss nor obligate the advertiser to place any advertisements and does not obligate Hearst Media Services to print advertisements. The contract is to be signed only by the owner, officer, or such person legally designated with power of attorney for advertiser.
2. Contracts can be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more separately owned companies.
3. All rates are net cash with order except where credit has been approved by the Publisher. Where credit has been extended, bills are due and payable no later than thirty (30) days following statement. If the ending balance of any statement is not paid in full, that portion which remains unpaid will be assessed a finance charge of 1.5% per month. The advertiser shall be liable for all reasonable cost and expenses incurred in collection of past due advertising invoices, including but not limited to reasonable attorney's fees.

# Personnel

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