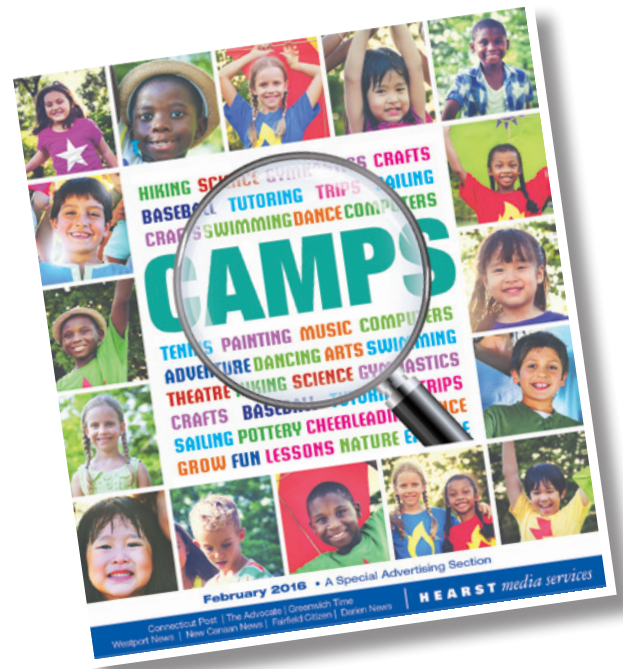




# Make your summer program a hit with CAMPS



Promote your summer program to more than 190,000 readers in Fairfield County.

This special section will be packed with camps that have everything from tennis and religion to educational programs, arts and nature studies.

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$2,500
Half Page (H)	9.25" x 5.1"	\$1,500
Half Page (V)	5.472" x 10.5"	\$1,500
1/4 Page	5.472" x 5.1"	\$850
2 x 5	3.597" x 5"	\$675
1/8 Page	5.472" x 2.63"	\$550

**Includes Color**

**Includes special section being emailed to 50,000 targeted camp consumers.**

## Publication Dates:

**Friday, February 12, 2016** Community Weeklies  
**Sunday, February 14, 2016** Dailies

**Space and Press Release Deadline:\***

**Monday  
January 25, 2016**

**Final Ad Approval:**

**Thursday  
January 28, 2016**

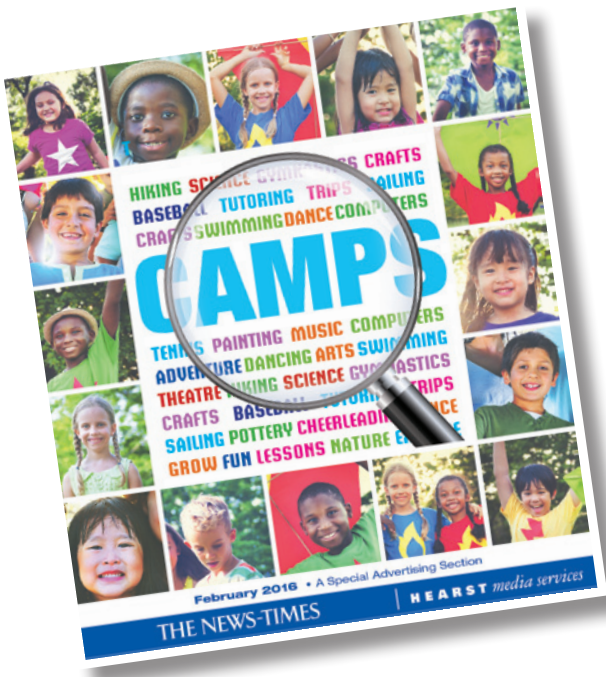
## BONUS\*

Advertisers with a **1/4 page or larger ad** may submit a 300-word press release.

**For more information, contact your Media Consultant or call 203-330-6238.**

(Scarborough 2015 R1)

Rev. 1/4/2016



# 2016 Camps, Activities & Daycare Guide

This special section will publish on February 14th and distributed full run within the Sunday edition of The News-Times.

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$825
Half Page (H)	9.25" x 5.1"	\$509
Half Page (V)	5.472" x 10.5"	\$509
1/4 Page	5.472" x 5.1"	\$278
2 x 5	3.597" x 5"	\$200
1/8 Page	5.472" x 2.63"	\$155

Includes special section being emailed to 50,000 targeted camp consumers

### Publication Date:

Sunday, February 14, 2016

**Space and Press Release Deadline:\***

**Monday  
January 25, 2016**

**Final Ad Approval:**

**Thursday  
January 28, 2016**

**COLOR:  
ADD \$99**  
Half Page or Larger

### BONUS\*

Advertisers with a **1/4 page or larger ad** may submit a 300-word press release.

**For more information, contact your Media Consultant or call 203-330-6238.**

Rev. 12/30/2015