

2016 Online Display Advertising Rates

Hearst Connecticut News Sites

Package Component	1-6 Month Contract	7-12 Month Contract	300k-700k impressions Over life of contract	Over 700k impressions Over life of contract
Above the Fold Only Package Includes: ROS, ATF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$14 cpm	\$12 cpm	Minus \$2 cpm	Minus \$3 cpm
Run of Site Package Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, 320 x 50	\$10 cpm	\$8 cpm	Minus \$2 cpm	Minus \$3 cpm
Mobile Only Package Includes: 300 x 250, 320 x 500	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
Home Page and Section Only Package Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
Below the Fold Only Package Includes: ATF, BTF and Mobile 300 x 250, 728 x 90, Mobile	\$6 cpm	\$5 cpm	-----	-----

*Geo Targeting, Contextual, Social Feed - \$2.50 cpm added to rate

** Video to standard 300x250 - \$2.50 cpm added to rate

2016 Rich Media Interstitials, Sliding Billboards and Clickable Watermarks/Skins

Interstitials	Any Cmg Site - \$18 cpm		
Sliding Billboards and Clickable Watermarks / Skins*			
Property	Home Page w/out Watermark Price per day	Home Page w/ Watermark Price per day	Section Front Price per week
CTPost.com	\$1,100	\$1,500	\$750
StamfordAdvocate.com	\$850	\$1,250	\$550
NewsTimes.com	\$1,000	\$1,400	\$750
GreenwichTime.com	\$600	\$1,000	\$400
TheHour.com	\$300	\$700	\$400
Fairfieldcitizenonline.com	\$350	\$650	-----
Westport-news.com	\$350	\$650	-----
Newcanaannewsonline.com	\$350	\$650	-----
Dariennewsonline.com	\$350	\$650	-----
Newmilfordspectrum.com	\$350	\$650	-----

* Wilton Villager ROS rates are available upon request.

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