

# 2016

# The Hour

Serving Norwalk,  
Weston, Wilton,  
Westport and Stamford



## Local Display Advertising Rates

### Non Contract Rates

Hour Only \$34.15

### Frequency Annual Contracts (Hour Only)

	13 Times	26 Times	52 Times
4 inches	\$31.75	\$28.30	\$24.85
10 inches	\$29.45	\$26.00	\$22.55
30 inches	\$27.15	\$23.65	\$20.25
60 inches	\$24.85	\$21.35	\$17.90

### Bulk Annual Contracts

100 inches	\$29.45
250 inches	\$27.15
500 inches	\$23.65
750 inches	\$22.55
1,500 inches	\$21.35
2,500 inches	\$20.25
5,000 inches	\$19.05

### Color Rates

1 Color	\$175
Full Color	\$425

All rates listed are per column inch.

Rev: 6/22/2016

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

### ROP/Broadsheet Sizes:

Columns	Inches
1	1.667"
2	3.458"
3	4.250"
4	7.071"
5	8.833"
6	10.625"

Column Height

20"

### Upload ad materials to:

<https://ctpostportal.affinitydigital.net/uploads>

### Standard Broadsheet 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"

**H E A R S T** *media services*

Connecticut Post | The News-Times | The Advocate | The Hour | Greenwich Time  
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager



# 2016

## WILTON VILLAGER

Every Home  
Every Week



### Local Display Advertising Rates

#### Non Contract Rate

\$22 PCI

#### Frequency Rates

13 Times

\$16 PCI

26 Times

\$12 PCI

52 Times

\$9 PCI

**NEW  
SIZES**

#### Color Rates

1 Color \$175

Full Color \$425

#### 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"

### 100% Coverage of Wilton

WILTON CONNECTICUT DEMOGRAPHICS

Zip Code 06897

Population 17,633  
Households 5,890  
Household Income, Average \$265,457  
Population, Median Age 40.2

Housing, Median Value \$550,951  
Owner Occupied homes 90.6%  
College Degree 70.7%  
Professional 66.0%

#### Upload ad materials to:

<https://scniportal.affinitydigital.net/uploads>

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**HEARST** *media services*

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