

2016

The Hour

Serving Norwalk,
Weston, Wilton,
Westport and Stamford



All rates listed are per column
inch

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

All rates listed are per column inch.

Rev: 6/22/2016

Color Rates

1 Color	\$175
Full Color	\$425

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"

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

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	Housing, Median Value	\$550,951
Households	5,890	Owner Occupied homes	90.6%
Household Income, Average	\$265,457	College Degree	70.7%
Population, Median Age	40.2	Professional	66.0%

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HEARST *media services*

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Premium Positions

The Hour

WILTON VILLAGER

Front Pages

Spadea



Front Cover

FULL COLOR Front Cover
4.89" x 18" \$900

FULL COLOR Back Cover
4.89" x 20" \$700

25% off for Front & Back \$1200

BW Inside Full Page
9.89" x 20" \$999

Back Cover

Ad Note



Ad Note
3" x 3" full color (12,500 min) \$900

The Hour-Daily & Sunday Footer Ad

3c x 4" full color \$500

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HEARST media services

Rev: 5/9/2016

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



The Hour 2016

Business Builder Package MONTHLY PROGRAM

Program effective for the month through
December 31, 2016.

This program is for new business with a
12-month commitment.



The Hour WILTON VILLAGER

STANDARD - \$490 per month

- thehour.com – 25,000 impressions
- The Hour – Quarter Page 3 col x 10" (1X)
- The Hour – 3 col x 2" (5X)

ADVANTAGE - \$995 per month

- thehour.com – 35,000 impressions
- The Hour – Quarter Page 3 col x 10" (2X)
- The Wilton Villager – Half Page 5.372" x 10.5" (1X)
- The Hour – 3 col x 2" (10X)

PREMIUM - \$1,480 per month

- thehour.com – 40,000 impressions
- The Hour – Quarter Page 3 col x 10" (3X)
- The Wilton Villager – Half Page 5.372" x 10.5" (1X)
- The Hour – 3 col x 2" (15X)

ADD OTHER SOLUTIONS:

- Ad Note
- DIRECT MAIL
- Email Marketing
- Behavior Targeted Ads
- Lifestyle publications
- Inserts

**NEW
SIZES**
The Hour
The Wilton Villager

Full Page
10.625" x 20"

3 x 10
5.25" x 10"

3 x 2
5.25" x 2"

Rev: 6/29/2016

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HEARST *media services*

Connecticut Post | The News-Times | The Advocate | The Hour | Greenwich Time
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