

# 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

### Color Rates

1 Color	\$175
Full Color	\$425

All rates listed are per column inch.

Rev: 6/30/2016

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

## ROP/Broadsheet Sizes:

Columns	Inches
1	1.667"
2	3.458"
3	5.250"
4	7.041"
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"

**HEARST** *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>

Rev: 6/22/2016

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**HEARST** *media services*

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Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager

# Premium Positions

## The Hour

## WILTON VILLAGER

### Front Pages

### Spadea

**High School Sports**  
The week in photos  
Hockey and more  
12 Hours Digital Page  
www.thehour.com

**Prize line's risky**  
Cuba strategy

**P. Diddy is in the house**  
of Diago

# The Hour

## NCC tuition rising 3.5%

Larger class sizes, fewer services part of the package

Category	2012-13	2013-14	2014-15	2015-16
Tuition	\$5,000	\$5,175	\$5,350	\$5,525
Books	\$1,000	\$1,000	\$1,000	\$1,000
Room	\$1,000	\$1,000	\$1,000	\$1,000
Board	\$1,000	\$1,000	\$1,000	\$1,000
Transportation	\$1,000	\$1,000	\$1,000	\$1,000
Health	\$1,000	\$1,000	\$1,000	\$1,000
Insurance	\$1,000	\$1,000	\$1,000	\$1,000
Other	\$1,000	\$1,000	\$1,000	\$1,000
<b>Total</b>	<b>\$10,000</b>	<b>\$10,175</b>	<b>\$10,350</b>	<b>\$10,525</b>

**Tuition by the numbers**

**Why we moved here...**  
"Our little girls love the colors and sounds of SoNo. Why would we leave for something quieter?"

**Young family drawn to the BUZZ**

**12 Norwalk delis rate 'poor' in checkup**

**The Hour**  
A New Day at The Hour

**JENNIFER**  
YOU DON'T HAVE TO SPEND A LOT TO HAVE GOOD TASTE.

**Great Choices**  
\$329

**One Amazing Price**

**Red Bean Sushi**  
GRAND OPENING  
WEEKLY SPECIAL: SUSHI BAR SPECIAL! 20% off the menu

**JENNIFER**

← 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

**WILTON VILLAGER**  
"I like to see a man proud of the place in which he lives."

**The Hour**  
Westport PTA hashes education reforms

**Can a make a difference**

**hank mays**  
\$18.88 Lube, Oil & Filter  
Includes a 6-Tire Rotation & a 21-Point Safety Check!

**Panel mulls 50(c)3 future**

**IN THEATERS MARCH 30TH**  
**BULLY**

**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



# 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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