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 250 inches 500 inches 750 inches 1,500 inches 2,500 inches	\$29.45 \$27.15 \$23.65 \$22.55 \$21.35 \$20.25	Color Rates 1 Color Full Color	\$175 \$425
5,000 inches	\$19.05		

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"

20"

Column Height

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

2016 WILTONVILLAGER

Every Home Every Week



Local Display Advertising Rates

Non Contract Rate

\$22 PCI

Frequency Rates

13 Times 26 Times 52 Times \$16 PCI \$9 PCI \$12 PCI



Housing, Median Value

College Degree

Owner Occupied homes

Color Rates

1 Color \$175 Full Color \$425

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

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

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"

Upload ad materials to:

https://scniportal.affinitydigital.net/uploads

\$550,951 90.6%

70.7%

Professional 66.0%

Rev: 6/22/2016

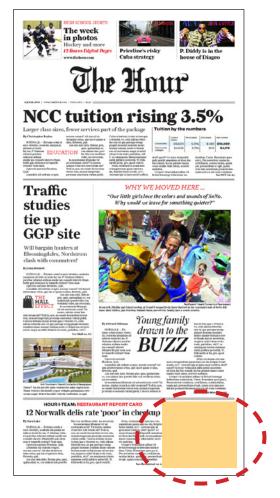
HEARST media services

Premium Positions

The Hour

WILTON VILLAGER

Front Pages



The Hour-Daily & Sunday Footer Ad

3c x 4" full color \$500



Ad Note



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HEARST media services

Rev: 5/9/2016

\$900





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 wiltonvillager

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

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



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

HEARST media services