

Preprint Advertising Rates

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

Preprints accepted every day except Monday. Rates are based upon cost-per thousand for full run distribution at contracted yearly frequency. Total cost is based on latest ABC report.

Preprint Specifications

All pre-prints accepted subject to approval of the Publisher. Odd sizes, cards, etc must be submitted for approval. Contact Jeanine Martin at (203) 731-3374 or jmartin@hearstmediact.com.



The daily Hour (Monday through Saturday) and the Wilton Villager

Remit inserts to: The Hartford Courant
25 Flower Street (Main Plant), Hartford, CT 06115

The Sunday Hour & The Hour Market (TMC)

Remit inserts to: The Hartford Courant
130 Elliot Street, Hartford, CT 06114

Single Sheet 8.5"x11" \$40 cost-per-thousand

No. of Tab Pages	No. of Std. Pages	Open Rate	6-24 Inserts/Year	25-47 Inserts/Year	48-75 Inserts/Year
Up to 8	Up to 4	\$70	\$60	\$56	\$53
12	6	\$71	\$61	\$57	\$54
16	8	\$72	\$62	\$58	\$55
20	10	\$73	\$63	\$59	\$56
24	12	\$74	\$64	\$60	\$57
28	14	\$75	\$65	\$61	\$58
32	16	\$76	\$66	\$62	\$59
36+	18	\$77	\$67	\$63	\$60

HEARST *media services*

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