

# 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.

### ROP/Broadsheet Sizes:

| Columns | Inches |
|---------|--------|
| 1       | 1.58"  |
| 2       | 3.22"  |
| 3       | 4.89"  |
| 4       | 6.56"  |
| 5       | 8.23"  |
| 6       | 9.89"  |

Column Height 20"

### 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) |

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

Rev: 4/12/2016

**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

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| <b>13 Times</b> | <b>26 Times</b> | <b>52 Times</b> |
| \$31.75         | \$28.30         | \$24.85         |

### Color Rates

|            |       |
|------------|-------|
| 1 Color    | \$175 |
| Full Color | \$425 |

### Tabloid Sizes:

| Columns | Inches |
|---------|--------|
| 1       | 1.58"  |
| 2       | 3.22"  |
| 3       | 4.89"  |
| 4       | 6.56"  |
| 5       | 8.23"  |
| 6       | 9.89"  |

Column Height 9.6"

## 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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# 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 3 col 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 3 col 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

Full Page  
9.89" x 20"

3 x 10  
4.89" x 10"

3 x 2  
4.89" x 2"

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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

**Wilton Villager Footer Ad**  
3c x 4" full color \$400

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