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

All rates listed are per column inch.

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

ROP/Broadsheet Sizes:

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

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 WILTONVILLAGER

Every Home Every Week



Local Display Advertising Rates

Non Contract Rate

\$22 PCI

Frequency Rates

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

Color Rates

1 Color \$175 Full Color \$425

100% Coverage of Wilton

WILTON CONNECTICUT DEMOGRAPHICS Zip Code 06897

Population 17,633 5,890 Households Household Income, Average 40.2 Population, Median Age

\$265,457

Housing, Median Value **Owner Occupied homes** College Degree Professional

\$550,951 90.6% 70.7% 66.0%

Rev: 4/18/2016

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



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

Tabloid Sizes:

| Columns | Inches |
|-------------|---------|
| 1 | 1.58" |
| 2 | 3.22" |
| 3 | 4.89" |
| 4 | 6.56" |
| 5 | 8.23" |
| 6 | 9.89" |
| Column Heig | ht 9.6" |





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)

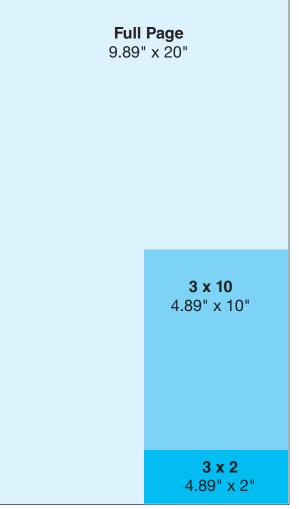
PREMIUM - \$1,480 per month

- 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

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Premium Positions

The Hour

WILTON VILLAGER

Front Pages

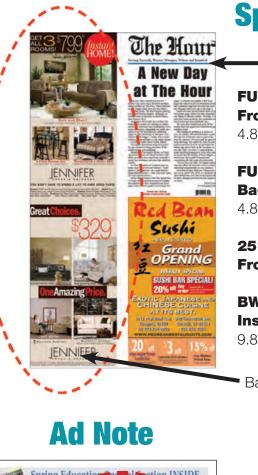


The Hour-Daily & Sunday Footer Ad 3c x 4" full color \$500

Wilton Villager

Footer Ad3c x 4" full color\$4

\$400



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 3" x 3" full color (12,500 min)

\$900

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HEARST media services

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