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)

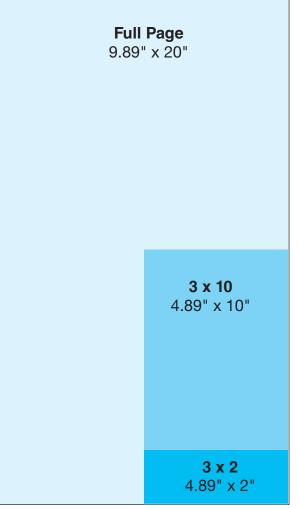
PREMIUM - \$1,480 per month

- 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

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

Premium Positions

The Hour

WILTON VILLAGER

Front Pages

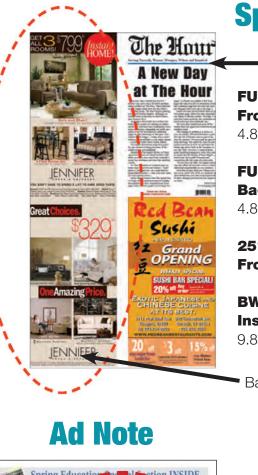


The Hour-Daily & Sunday Footer Ad 3c x 4" full color \$500

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

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

HEARST media services

Rev: 4/12/2016

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