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**SUNDAY  
MAGAZINE**

# 2016

## Editorial Content

### FOOD

Restaurant Reviews  
Chef and Artisan Profiles  
Trends

### HOME

Décor  
Design  
Gardening  
Entertaining

### FASHION

Apparel  
Jewelry  
Trends  
Local Designers  
Local Shows

### ARTS

Museums  
Galleries  
Theater  
Books  
Music  
Film  
TV Listings  
Puzzles/Games

### TRAVEL

Day Trips  
Personal Essays  
Reader Photos  
Regional Jaunts

### WELLBEING

Mind  
Body  
Spirit

### PEOPLE

Galas  
Charity Events

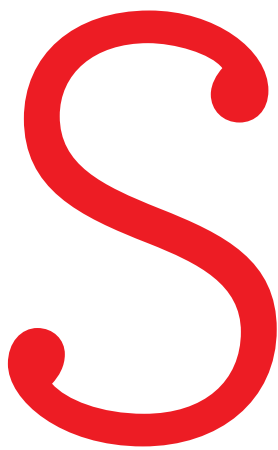
### HUMOR

Jim Shea

Four papers,  
four distinct covers



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



**SUNDAY  
MAGAZINE**



# 2016 Rate Card

**All ad sizes include color.**

Newspaper	Full Page	½ Page	¼ Page
Connecticut Post	\$2,500	\$1,375	\$750
The News-Times	\$2,000	\$1,100	\$600
The Advocate	\$1,500	\$825	\$450
Greenwich Time	\$1,500	\$825	\$450

Purchase a full page ad in all 4 dailies - \$5,000

**Purchase a Half- or Quarter-page ad in all papers:**

50% pick-up discount on your second publication ad size (outside of your primary target area). Ad sizes are to be the same for each publication to qualify for your pick-up discount.

25% Premium on page 2 (half-page), page 3 (full page), or outside back cover (full-page). See media consultant for details.



Must run within 13 weeks.



Must run within 6 months.



Must run within 1 year.

\* Must sign contract and will be rerated if not fulfilled.

Frequency is for one publication and they are still able to use the 50% pick up for second paper (same week).

## Specifications

Ad Space/ Order Deadline	Final Ad Approval
Tuesday Noon 12 days prior to pub date	Friday Noon 7 days prior to pub date

## Deadlines

Page Size	Inches (W x H)
Full Page	10.625" x 20"
Half Page Horz.	10.625" x 10"
Quarter Page	5.25" x 10"

3/14/2016

## Ad Requirements

### ACCEPTED FILE FORMATS:

#### PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

**Be sure all fonts are embedded within the PDF.**

**Why?...** If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

#### We do not accept ads in the following formats:

Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Quark, InDesign, Illustrator and PageMaker documents.

**For more information, contact your Media Consultant or call 203-330-6238. [www.hearstct.com](http://www.hearstct.com)**

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