

2017 Online Display Advertising Rates

Hearst Connecticut News Sites

Package Component	1-6 Month Contract	7-12 Month Contract	300K - 700K impressions Over life of contract	Over 700K impressions over life of contract
Above the Fold Only Package Includes: ROS, ATF and Mobile 300x250, 300x600, 728x90, Mobile(320x50)	\$14 CPM	\$12 CPM	Minus \$2 CPM	Minus \$3 CPM
Run of Site (ROS) Package Includes: ATF, BTF 300x250, 300x600, 728x90	\$10 CPM	\$8 CPM	Minus \$2 CPM	Minus \$3 CPM
Mobile Only Package includes: 300x250 & 320x50	\$12 CPM	\$10 CPM	Minus \$2 CPM	Minus \$3 CPM
ABF & BTF Home Page and Section Only Package includes 300x250, 320x50	\$12 CPM	\$10 CPM	Minus \$2 CPM	Minus \$3 CPM
Bellow the Fold Only Package Includes: BTF and (Mobile 300x250)	\$6 CPM	\$5 CPM	-----	-----

* Geo Targeting, Contextual, Social Feed - \$2.50 cpm added to rate

** Video to standard 300 x 250 - \$2.50 cpm added to rate

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2017 Rich Media

Interstitials, Sliding Billboards and Clickable Watermarks/Skins

Interstitials

Any Cmg Site - \$18 cpm

Sliding Billboards and Clickable Watermarks /Skins*

Property	Home Page w/out Watermark Price per day	Home Page w/ Watermark Price per day	Section Front Price per week
CTPost.com	\$1,100	\$1,500	\$750
StamfordAdvocate.com	\$850	\$1,250	\$550
NewsTimes.com	\$1,000	\$1,400	\$750
GreenwichTime.com	\$600	\$1,000	\$400
TheHour.com	\$300	\$700	\$400
Fairfieldcitizenonline.com	\$350	\$650	-----
Westport-news.com	\$350	\$650	-----
Newcanaannewsonline.com	\$350	\$650	-----
Dariennewsonline.com	\$350	\$650	-----
Newmilfordspectrum.com	\$350	\$650	-----

* Wilton Villager ROS rates are available upon request.

Weekend Rates for both Saturday and Sunday Sliding Billboards and Clickable Watermarks /Skins*

Property	Home Page w/out Watermark	Home Page w/ Watermark
CTPost.com	\$500	\$750
StamfordAdvocate.com	\$600	\$900
NewsTimes.com	\$700	\$1,050
GreenwichTime.com	\$300	\$450
TheHour.com	\$200	\$300
Fairfieldcitizenonline.com	\$200	\$300
Westport-news.com	\$200	\$300
Newcanaannewsonline.com	\$200	\$300
Dariennewsonline.com	\$200	\$300
Newmilfordspectrum.com	\$200	\$300

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