

# 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
<b>Above the Fold Only Package</b> Includes: ROS, ATF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$14 cpm	\$12 cpm	Minus \$2 cpm	Minus \$3 cpm
<b>Run of Site Package</b> Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, 320 x 50	\$10 cpm	\$8 cpm	Minus \$2 cpm	Minus \$3 cpm
<b>Mobile Only Package</b> Includes: 300 x 250, 320 x 50	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
<b>Home Page and Section Only Package</b> Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
<b>Below the Fold Only Package</b> Includes: BTF and Mobile 300 x 250, 728 x 90, Mobile	\$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
Nhregister.com	\$975	\$1,375	\$650
Fairfieldcitizenonline.com	\$350	\$650	-----
Westport-news.com	\$350	\$650	-----
Newcanaannews.com	\$350	\$650	-----
Dariennews.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
Nhregister.com	\$550	\$825
Fairfieldcitizenonline.com	\$200	\$300
Westport-news.com	\$200	\$300
Newcanaannews.com	\$200	\$300
Dariennews.com	\$200	\$300
Newmilfordspectrum.com	\$200	\$300

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