

# 2017 Education Outlook CALENDAR

**April & October  
editions have  
college sections**

**Reach more than 250,000 homes  
in each education guide!**

**Let parents in Fairfield  
County know what your  
school has to offer.**

**The section will appear in:**

Connecticut Post  
Greenwich Time  
Stamford Advocate  
The Norwalk Hour  
Darien News  
Fairfield Citizen  
New Canaan News  
Westport News  
Wilton Villager



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

Rev. 5/30/2017

HEARST

CONNECTICUT  
MEDIA GROUP

# 2017 Education Outlook CALENDAR

Special  
College  
Section

## APRIL

### Publication Dates:

Weeklies: **Friday, April 7, 2017**  
Dailies: **Sunday, April 9, 2017**

### Press Release and Space Deadline:

Monday, **March 20, 2017**

### Final Ad Proof Deadline:

Thursday, **March 23, 2017**

## AUGUST

### Publication Dates:

Weeklies: **Friday, August 4, 2017**  
Dailies: **Sunday, August 6, 2017**

### Press Release and Space Deadline:

Monday, **July 17, 2017**

### Final Ad Proof Deadline:

Thursday, **July 20, 2017**

## OCTOBER

### Publication Dates:

Weeklies: **Friday, October 6, 2017**  
Dailies: **Sunday, October 8, 2017**

### Press Release and Space Deadline:

Monday, **September 18, 2017**

### Final Ad Proof Deadline:

Thursday, **September 21, 2017**

Special  
College  
Section

### Tabloid

Size	Rate	Ad Size
Full Page	\$3,000	9.25" x 10.5"
Half Page (H)	\$1,750	9.25" x 5.1"
Half Page (V)	\$1,750	5.479" x 10.5"
1/4 Page	\$1,200	5.479" x 5.1"
2 x 5	\$750	3.597" x 5"
Front Banner	\$1,500	9.25" x 2"

**Color:** Based on Availability Add \$250

**Includes special section being emailed to 50,000 targeted households with children.**

Advertisers are welcome to submit a photograph (300 dpi) and a press release of **UP TO 300 WORDS.**

**Press releases are due when ad space is booked.**

Ask about color, premium positions and digital elements for a custom educational marketing solution.



Rev. 5/30/2017

HEARST

CONNECTICUT  
MEDIA GROUP