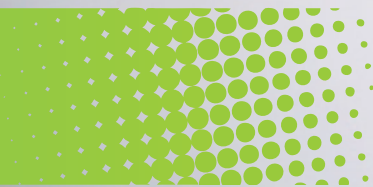


# 2016 Rate Card

Local



**CONNECTICUT POST**

**THE NEWS-TIMES**

**THE ADVOCATE**

**The Hour**

**GREENWICH  TIME**

**DARIEN NEWS**

**FAIRFIELD CITIZEN**

**NEW CANAAN NEWS**

**THE SPECTRUM**

**WESTPORT NEWS**

**WILTON VILLAGER**

We offer multimedia marketing campaigns to suit your specific needs.

**HEARST** *media services*

**A division of Hearst  
Connecticut Media Group**

**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

|                  |                         |                           |
|------------------|-------------------------|---------------------------|
| <b>Open Rate</b> | <b>Daily</b><br>\$95.35 | <b>Sunday</b><br>\$106.85 |
|------------------|-------------------------|---------------------------|

**BULK CONTRACTS**

| <b>Contract Size/Inches</b> | <b>Per Col. Inch Daily</b> | <b>Per Col. Inch Sunday</b> |
|-----------------------------|----------------------------|-----------------------------|
| 60 (half page)              | \$76.75                    | \$88.25                     |
| 120 (1 page)                | 65.50                      | 85.30                       |
| 240 (2 pages)               | 64.75                      | 82.45                       |
| 480 (4 pages)               | 63.75                      | 79.70                       |
| 729 (6 pages)               | 63.30                      | 77.35                       |
| 1,215 (10 pages)            | 62.75                      | 74.60                       |
| 1,580 (13 pages)            | 61.75                      | 73.35                       |
| 3,159 (26 pages)            | 61.40                      | 72.75                       |
| 6,318 (52 pages)            | 60.45                      | 72.15                       |
| 9,113 (75 pages)            | 59.45                      | 67.25                       |
| 12,150 (100 pages)          | 58.90                      | 66.65                       |

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid.

**Retail – Repeat Frequency Incentive**

The following discount is available for retail ads running multiple insertions within seven days in the Connecticut Post. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion. **Each additional insertion: 20% off.**

**Business Builders**

|  |                      |
|--|----------------------|
| <b>Insertions within 30 calendar days:</b> | <b>Per Col. Inch</b> |
| 15X  | \$41.00              |
| 30X  | \$35.65              |

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad

**Special Classification Rates**

|                                  |                  |                   |
|----------------------------------|------------------|-------------------|
| <b>Charitable Community Rate</b> | Daily<br>\$46.20 | Sunday<br>\$52.20 |
|----------------------------------|------------------|-------------------|

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

|                                  |                            |
|----------------------------------|----------------------------|
| <b>Community Advertiser Rate</b> | Daily or Sunday<br>\$46.00 |
|----------------------------------|----------------------------|

**Color Rates**

Additional \$300 per ad

**Color Information and Requirements**

- Color based on availability.
- All color done as CMYK.

**Special Services– Tearsheets**

**Electronic Tearsheets-** The Connecticut Post offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

**Classified Rates**

For updated rates call **203-333-4151**.

- #1 **Obituaries**
- #2 **Public/Legal Notices**
- #3 **Help Wanted**
- #4 **General/Memoriams**
- #5 **Real Estate Listing**

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238  
or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

|                  |                         |                          |
|------------------|-------------------------|--------------------------|
| <b>Open Rate</b> | <b>Daily</b><br>\$32.45 | <b>Sunday</b><br>\$39.15 |
|------------------|-------------------------|--------------------------|

**WEEKLY ADVERTISING CONTRACTS**

| Contract Size/Inches | Per Col. Inch Daily | Per Col. Inch Sunday |
|----------------------|---------------------|----------------------|
| 2                    | \$24.20             | \$28.40              |
| 5                    | 23.20               | 27.45                |
| 10                   | 22.15               | 26.20                |
| 20                   | 21.25               | 25.16                |
| 50                   | 21.05               | 25.00                |
| 100                  | 20.30               | 24.10                |
| 200                  | 19.95               | 22.90                |

**BULK CONTRACTS**

| Contract Size/Inches | Per Col. Inch Daily | Per Col. Inch Sunday |
|----------------------|---------------------|----------------------|
| Open rate            | \$32.45             | \$39.15              |
| 50                   | 26.00               | 30.75                |
| 100                  | 25.00               | 29.60                |
| 200                  | 24.35               | 28.70                |
| 300                  | 23.85               | 28.20                |
| 400                  | 23.60               | 27.95                |
| 500                  | 23.35               | 27.65                |
| 600                  | 22.85               | 27.20                |
| 700                  | 22.65               | 26.95                |
| 800                  | 22.45               | 26.60                |
| 1,000                | 22.25               | 26.30                |
| 1,500                | 21.40               | 25.40                |
| 2,000                | 21.15               | 25.10                |
| 3,500                | 20.80               | 24.70                |
| 5,000                | 20.40               | 24.20                |
| 7,500                | 19.55               | 23.65                |

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

**Retail – Repeat Frequency Incentive**

The following discount is available for retail ads running multiple insertions within seven days in the The News-Times. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion.

**Second Insertion: 25% off. Third - Seventh Insertion: 50% Off.**

**Business Builders**

|  |                      |
|--|----------------------|
| <b>Insertions within 30 calendar days:</b> | <b>Per Col. Inch</b> |
| 15X  | \$16.00              |
| 30X  | \$14.00              |

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

**Special Classification Rates**

|                                  |         |         |
|----------------------------------|---------|---------|
|                                  | Daily   | Sunday  |
| <b>Charitable Community Rate</b> | \$21.15 | \$25.10 |

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

|                                  |         |         |
|----------------------------------|---------|---------|
|                                  | Daily   | Sunday  |
| <b>Community Advertiser Rate</b> | \$19.38 | \$19.38 |

**Color Rates**

Additional \$300 per ad

**Color Information and Requirements**

- Color based on availability.
- All color done as CMYK.

**Special Services– Tearsheets**

**Electronic Tearsheets-** The News-Times offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

**Classified Rates**

For updated rates call **203-333-4151**.

|                                |                               |
|--------------------------------|-------------------------------|
| <b>#1 Obituaries</b>           | <b>#4 General/Memoriams</b>   |
| <b>#2 Public/Legal Notices</b> | <b>#5 Real Estate Listing</b> |
| <b>#3 Help Wanted</b>          |                               |

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238  
or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

### Retail Display R.O.P. (Run Of Paper) Rates

- (Black and White) per column inch

Open Rate                      **Daily**  
    **\$34.15**

| FREQUENCY ANNUAL CONTRACTS |          |          |          |
|----------------------------|----------|----------|----------|
|                            | 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 |
| 500 inches            | \$23.65 |
| 750 inches            | \$22.55 |
| 1,500 inches          | \$21.35 |
| 2,500 inches          | \$20.25 |
| 5,000 inches          | \$19.05 |

#### Signed contract required

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

### Color Rates

Additional \$425 per ad

#### Color Information and Requirements

- Color based on availability.
- All color done as CMYK.

### Business Builders

- For Business Builder Packages visit [hearstct.com](http://hearstct.com) for a rate sheet or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

### Special Services- Tearsheets

**Electronic Tearsheets-** The Hour offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

### Classified Rates

For updated rates call **203-354-1100** or email [classified@thehour.com](mailto:classified@thehour.com).

### For Auto, Real Estate Open House and Special Section Rates

Please call 203-330-6238 or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

### The Hour Broadsheet Sizes:

| Columns | Inches |
|---------|--------|
| 1       | 1.58"  |
| 2       | 3.22"  |
| 3       | 4.89"  |
| 4       | 6.56"  |
| 5       | 8.23"  |
| 6       | 9.89"  |

Column Height                      20"

### 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 Height                      9.6"



**Retail Display R.O.P. (Run Of Paper) Rates**

- (Black and White) per column inch

| DAILY FREQUENCY |         |         |         |
|-----------------|---------|---------|---------|
| Contract Level  | Combo   | Adv     | Grnch   |
| Open Rate       | \$79.90 | \$52.70 | \$37.80 |
| 6 times         | 65.50   | 44.00   | 30.90   |
| 13 times        | 56.70   | 39.20   | 27.20   |
| 26 times        | 55.80   | 38.50   | 26.40   |
| 39 times        | 54.90   | 37.90   | 22.40   |
| 52 times        | 54.20   | 37.50   | 19.10   |
| 104 times       | 53.40   | 37.40   | 18.60   |
| 208 times       | 52.70   | 37.30   | 18.40   |
| 365 times       | 52.30   | 36.50   | 18.00   |

| SUNDAY FREQUENCY |         |         |         |
|------------------|---------|---------|---------|
| Contract Level   | Combo   | Adv     | Grnch   |
| Open Rate        | \$89.70 | \$58.90 | \$41.00 |
| 6 times          | 75.00   | 50.90   | 35.10   |
| 13 times         | 63.80   | 44.20   | 30.70   |
| 26 times         | 62.80   | 43.70   | 30.40   |
| 39 times         | 62.30   | 42.90   | 25.70   |
| 52 times         | 61.70   | 42.20   | 21.70   |
| 104 times        | 61.50   | 41.90   | 20.90   |
| 208 times        | 60.00   | 41.50   | 20.40   |
| 365 times        | 59.10   | 41.30   | 19.80   |

**Signed contract required**

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

**Business Builders**

|  |             |
|--|-------------|
| <b>Insertions within 30 calendar days:</b> | <b>Cost</b> |
| 2c x 2" – 4 weeks                          | \$415.00    |
| 2c x 4" – 4 weeks                          | \$575.00    |

- Available Sunday, Monday, Tuesday & Friday
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

**Color Rates**

Additional \$300 per ad

- Color based on availability. • All color done as CMYK.

**Discounts**

Earn 20% discount on any advertisement repeated within 5 days of initial publication date. (Sunday ads are not discounted.)

Earn 30% discount on any advertisement repeated within 7 days of initial publication date (Sunday ads are not discounted.)

Discount applies to contract rates only. No change in size or copy accepted.

**Full Page Discount – The following size advertisements billed at the retail rate qualify for the stated discounts.**

| FULL PAGE DISCOUNT |         |       |                 |          |
|--------------------|---------|-------|-----------------|----------|
| Ad Size            | Columns | Depth | Contract Inches | Discount |
| Full Page          | 6       | 20"   | 120"            | 10%      |
| Double-Truck       | 13      | 20"   | 260"            | 10%      |

**Consecutive page discounts are also available.** For more information, all 203-330-6238 or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

When taking advantage of the Consecutive Page Discount, no other discounts will apply. It may be configured as a freestanding section, limited availability.

**Special Classification Rates****Charitable Community Rate**

|        | Combo   | Adv     | Grnch   |
|--------|---------|---------|---------|
| Daily  | \$49.90 | \$35.00 | \$17.90 |
| Sunday | 56.50   | 39.40   | 19.60   |

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

**Community Advertiser Rate**

|        | Combo   | Adv     | Grnch   |
|--------|---------|---------|---------|
| Daily  | \$44.30 | \$25.30 | \$21.60 |
| Sunday | 50.00   | 28.50   | 24.70   |

**Special Services – Tearsheets**

**Electronic Tearsheets** are available. See your representative.

**Classified Rates** For updated rates call **203-333-4151**.

- |                                |                               |
|--------------------------------|-------------------------------|
| <b>#1 Obituaries</b>           | <b>#4 General/Memoriams</b>   |
| <b>#2 Public/Legal Notices</b> | <b>#5 Real Estate Listing</b> |
| <b>#3 Help Wanted</b>          |                               |

**For Auto, Real Estate Open House and Special Section Rates**

Please call 203-330-6238 or email [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)

Rev. 4/26/2016

# Community Weeklies - 2016 Rate Card, Effective January 1, 2016

**DARIEN NEWS**  
**FAIRFIELD CITIZEN**  
**NEW CANAAN NEWS**  
**WESTPORT NEWS**

## Classified Rates

For updated rates call  
**203-333-4151.**  
 (Excludes Wilton Villager)

- #1 Obituaries
- #2 Public/Legal Notices
- #3 Help Wanted
- #4 General/Memoriams
- #5 Real Estate Listing

**THE SPECTRUM**

**WILTON VILLAGER**

## Retail Advertising Rates

Darien News | Fairfield Citizen | New Canaan News | Westport News

| No. of Papers                               | Rate per Column Inch (PCI) |
|---|----------------------------|
| One Paper                                   | \$12                       |
| Two Papers                                  | \$18                       |
| Three Papers                                | \$21                       |
| Four Papers                                 | \$23                       |
| Five Papers (includes New Milford Spectrum) | \$25                       |

### Community Business Builder – 13 week program

Ad size – 3.36" x 2" - \$300

Ad size – 3.36" x 4" - \$415

### Front Page Banner Program

1 Paper - \$375

2<sup>nd</sup> through 5<sup>th</sup> publication - \$300 per publication

Front Page Sports Banner - \$775 with 13 week commitment

### Premium Position: 25% premium on contract rate

Full Color - \$325

Political Rates: \$22 pci

## Retail Advertising Rates

The New Milford Spectrum

|                     |            |
|---------------------|------------|
| Retail Display Rate | \$12 (PCI) |
| Color               | Add \$399  |

### Front Page or Section Banner Rates

10.625" x 2" — Color banner Ad \$650 per insertion

## Retail Advertising Rates

Wilton Villager

|                     |            |
|---------------------|------------|
| Retail Display Rate | \$22 (PCI) |
| Color               | Add \$425  |

### Frequency Rates

**13 Times:** \$16      **26 Times:** \$12      **52 Times:** \$9

**Classified Rates** For updated rates call **203-354-1100**

# S

## SUNDAY ARTS & STYLE

Five papers,  
five distinct covers



Every Sunday, our lifestyle publication will feature the better things in life, from home and fashion to food and films.

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 269,300 Sunday readers have household incomes of \$100,000 or more, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: Scarborough 2015, Rel. 1

### 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  |
| The Hour         | \$1,500   | \$825   | \$450  |
| Greenwich Time   | \$1,500   | \$825   | \$450  |

Purchase a full page ad in all 5 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.

### Some of our Sunday Arts & Style topics include:

#### 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

Rev. 4/26/2016

# go

## Southwestern Connecticut's Premier Entertainment Publication

Attract nearly 375,000 readers.



**Amusement Park  
Happenings**

**Museum Attractions**

**Wine & Food  
Happenings**

**Seasonal Festivals**

**Orchestra &  
Symphony Dates**

**Concerts**

**Casino Events**

**Upcoming  
"Can't Miss"  
Events**

**Publication Day:**

**Thursday of each week**  
Connecticut Post, The News-Times,  
The Advocate, The Hour, Greenwich Time

**Space Deadline:**

Thursday of previous week, 10 a.m.

**Ad Materials Deadline:**

Thursday of previous week, 3 p.m.

**Final Ad Proof Deadline:**

Monday, 3:30 p.m.

### Ad Sizes

| Size          | Ad Size        |
|---------------|----------------|
| Full Page     | 9.25" x 10.5"  |
| Half Page (H) | 9.25" x 5.1"   |
| Half Page (V) | 5.472" x 10.5" |
| 1/4 Page      | 5.472" x 5.1"  |
| 2 x 5         | 3.597" x 5"    |
| 1/8 Page      | 5.472" x 2.63" |

(Scarborough 2015, R1)

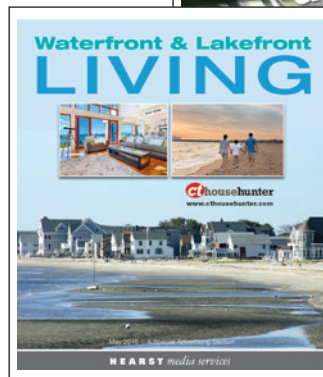
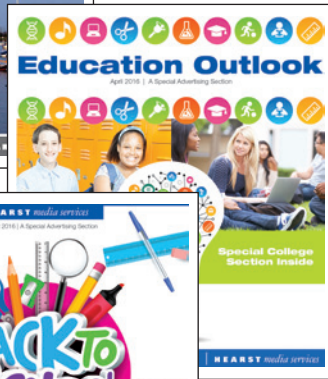
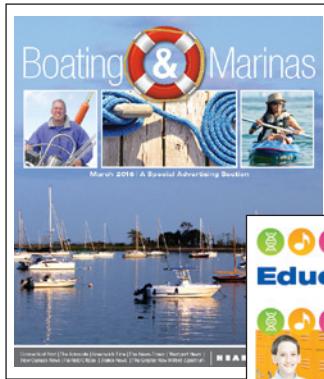
### Advertising Rates

| Ad Size       | 1-8 Weeks | 9-26 Weeks | 27-48 Weeks | Full Year |
|---------------|-----------|------------|-------------|-----------|
| Full Page     | \$3,260   | \$2,410    | \$2,000     | 1,525     |
| Half Page (H) | \$1,680   | \$1,250    | \$900       | \$775     |
| Half Page (V) | \$1,680   | \$1,250    | \$900       | \$775     |
| 1/4 Page      | \$940     | \$700      | \$500       | \$375     |
| 2 x 5         | \$605     | \$475      | \$360       | \$225     |
| 1/8 Page      | \$525     | \$410      | \$315       | \$200     |

Rev. 4/26/2016



# Special Sections



Throughout the year we offer a variety of special interest publications, both general interest and real estate.

To see our latest offerings and pricing details please check out the “Specs & Rates” page on our website: [www.hearstct.com](http://www.hearstct.com).



# Mechanical/Ad Sizes

## ROP/Broadsheet/Classified Sizes:

| Columns | Picas/Points | Inches  |
|---------|--------------|---------|
| 1       | 10/120       | 1.667"  |
| 2       | 20.9/249     | 3.458"  |
| 3       | 31.6/378     | 5.250"  |
| 4       | 42.3/507     | 7.071"  |
| 5       | 53/636       | 8.833"  |
| 6       | 63.9/765     | 10.625" |

## Standard Broadsheet/Recruitment 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) |
| Full Double Truck | 22" x 20"              |

## GO/Tabloid Sizes:

| Page Size         | Inches (W x H) |
|-------------------|----------------|
| Full Page         | 9.25" x 10.5"  |
| Half Page Horz.   | 9.25" x 5.1"   |
| Half Page Vert.   | 5.472" x 10.5" |
| Quarter Page      | 5.472" x 5.1"  |
| 1/8 Page          | 5.472" x 2.63" |
| 2 Col x 5         | 3.597" x 5"    |
| Full Double Truck | 20.00" x 10.5" |

**For The Hour and Wilton Villager sizes, see page 4.**

The preferred document creation program is Adobe InDesign. Photoshop and Adobe Illustrator should be used for creating components that are to be placed into the InDesign document, for example.

Use of Photoshop to compose the entire ad always presents major outputting problems and such documents cannot be accepted.

Our in-house software programs are Adobe CS5 Creative Suite and Adobe Acrobat & Distiller 7.

## Electronic 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.

#### More on PDFs

An Adobe PDF document is preferred for optimal reproduction of your camera-ready advertisement. It is recommended that you submit your completed ad to us in a PDF format to eliminate the need to provide us with the document, art, photos and fonts. However, once you give us a PDF file, we cannot make changes to your ad. Therefore, the original document must be prepared with CMYK PROCESS COLORS (DO NOT INCLUDE RGB OR SPOT COLORS) and the images must be CMYK. RGB photos will not color separate. The PDF must have all your fonts embedded.

**We do not accept ads in the following formats:** Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign and PageMaker documents.

#### AdDrop:

We ask that camera ready files (complete PDF ad files) and components (files used by creative to design an ad) be uploaded to AdDrop by going to:

<https://ctpostportal.affinitydigital.net/uploads>

Connecticut Post, The Hour and Wilton Villager

<https://newstimesportal.affinitydigital.net/uploads>

The News-Times and The Spectrum

<https://scniportal.affinitydigital.net/uploads>

The Advocate, Greenwich Time and all of the community weeklies (excluding the Wilton Villager)

- When using AdDrop, the choices for submission are "Upload Completed Media" or "Upload Materials." Each form has a specific number of required fields in order to complete the upload. They are marked with a red asterisk. Please contact your sales representative for more detailed instructions if necessary.

#### AdTransit, AdSend and Fast Channel

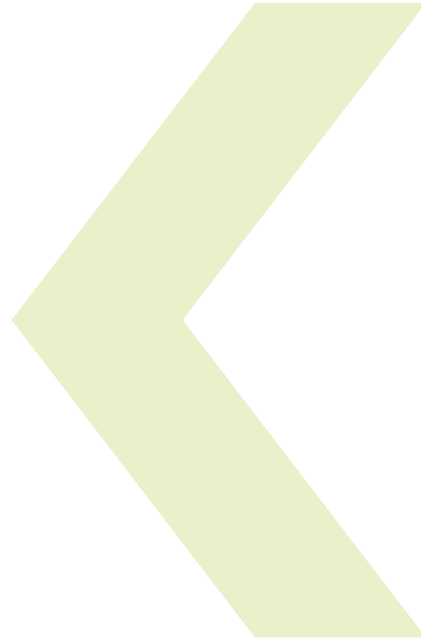
- Hearst Connecticut Media Group participates with AdTransit, AdSend and Fast Channel to assist those customers who prefer to use this ad delivery.

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# Digital Specifications

## BANNER ADS

|                                  |                                       |
|----------------------------------|---------------------------------------|
| <b>Desktop Size:</b> >           | Leaderboard: 728 x 90 pixels          |
|                                  | Billboard: 300 x 250 pixels           |
|                                  | Large Skyscraper: 300 x 600 pixels    |
| <b>Mobile Size:</b> >            | Static Interstitial: 300 x 250 pixels |
|                                  | Static Wide Banner: 320 x 50 pixels   |
| <b>File Types:</b> >             | gif, png, jpg or HTML 5               |
| <b>File Size Requirements:</b> > | Gif = under 40kb                      |
|                                  | Jpeg = under 40kb                     |
| <b>Ad Loop:</b> >                | One Loop                              |
| <b>Ad Design:</b> >              | Must have border                      |



## RICH MEDIA ADS

|                |  |
|----------------|--|
| <b>Size:</b> > | Sliding Billboard; two pieces:               |
|                | Pencil = 951 x 30 pixels                     |
|                | Drop = 951 x 300 (max) pixels                |
|                | Watermark Wrap: 1630 x 1275 pixels Top 126px |
|                | Desktop Interstitial: 550 x 450 pixels       |
|                | Mobile Interstitial: 320 x 480 pixels        |

### Design Specs:

- Must have border
- If animated, no longer than 8 seconds
- No file size restrictions
- ClickTags not required

If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact: [creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)

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## Deadlines

# 2016 Online Display Advertising Rates

## Hearst Connecticut News Sites

| Package Component   | 1-6 Month Contract | 7-12 Month Contract | 300k-700k impressions<br>Over life of contract | Over 700k impressions<br>Over life of contract |
|---|--------------------|---------------------|--|--|
| <b>Above the Fold Only Package</b><br>Includes: ROS, ATF and Mobile<br>300 x 250, 300 x 600,<br>728 x 90, Mobile        | \$14 cpm           | \$12 cpm            | Minus<br>\$2 cpm                               | Minus<br>\$3 cpm                               |
| <b>Run of Site Package</b><br>Includes: ATF, BTF and Mobile<br>300 x 250, 300 x 600,<br>728 x 90, 320 x 50              | \$10 cpm           | \$8 cpm             | Minus<br>\$2 cpm                               | Minus<br>\$3 cpm                               |
| <b>Mobile Only Package</b><br>Includes:<br>300 x 250, 320 x 50  | \$12 cpm           | \$10 cpm            | Minus<br>\$2 cpm                               | Minus<br>\$3 cpm                               |
| <b>Home Page and Section Only Package</b><br>Includes: ATF, BTF and Mobile<br>300 x 250, 300 x 600,<br>728 x 90, Mobile | \$12 cpm           | \$10 cpm            | Minus<br>\$2 cpm                               | Minus<br>\$3 cpm                               |
| <b>Below the Fold Only Package</b><br>Includes: BTF and Mobile<br>300 x 250,<br>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



# 2016 Rich Media

## Interstitials, Sliding Billboards and Clickable Watermarks/Skins

**Interstitials**
**Any Cmg Site - \$18 cpm**

| <b>Sliding Billboards and Clickable Watermarks /Skins*</b> |  |   |   |
|--|--|---|---|
| <b>Property</b>  | <b>Home Page<br/>w/out Watermark<br/>Price per day</b> | <b>Home Page<br/>w/ Watermark<br/>Price per day</b> | <b>Section Front<br/>Price per week</b> |
| 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   | -----                                   |
| Newcanaanewsonline.com                                     | \$350  | \$650   | -----                                   |
| Dariennewsonline.com                                       | \$350  | \$650   | -----                                   |
| Newmilfordspectrum.com                                     | \$350  | \$650   | -----                                   |

\* Wilton Villager ROS rates are available upon request.

| <b>Weekend Rates for both Saturday and Sunday<br/>Sliding Billboards and Clickable Watermarks /Skins*</b> |                                      |                                   |
|---|--------------------------------------|-----------------------------------|
| <b>Property</b>   | <b>Home Page<br/>w/out Watermark</b> | <b>Home Page<br/>w/ Watermark</b> |
| 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                             |
| Newcanaanewsonline.com  | \$200                                | \$300                             |
| Dariennewsonline.com  | \$200                                | \$300                             |
| Newmilfordspectrum.com  | \$200                                | \$300                             |

\* Wilton Villager ROS rates are available upon request.

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## 2016 Email Marketing Pricing

Our Hearst network gives us the ability to access 250 million email addresses nationwide. Demographic and geographic targeting is also available.



Small business one-time only campaigns -25,000 for \$800 (must be exactly 25k count)

| Number of emails sent per blast | Cost per thousand      |
|---------------------------------|------------------------|
| 1,000-49,999                    | \$1,000 Minimum Charge |
| 50,000-250,000                  | \$20 cpm               |
| 250,001-400,000                 | \$16 cpm               |
| 400,001-500,000                 | \$12 cpm               |
| 500,001-1,000,000               | \$8 cpm                |
| Over 1mm                        | \$7 cpm                |

\*Cost per thousand rates are available per individual email blast only; distribution quantities cannot be aggregated to earn applicable rate.

## 2016 Targeted Online Display Advertising on Extended Network

Extensive reach beyond our print market area.

| PRODUCT                           | Price                     |
|-----------------------------------|---------------------------|
| Site Retargeting-Desktop Only     | \$6 cpm<br>\$300/mo. min. |
| Keyword Contextual Retargeting    | \$6 cpm<br>\$300/mo. min. |
| Contextual Targeting              | \$6 cpm<br>\$300/mo. min. |
| Run-of-Network/GEO                | \$6 cpm<br>\$300/mo. min. |
| Hearst Premium                    | \$12 cpm                  |
| Pre-Roll                          | \$24 cpm                  |
| Audience Targeting (Desktop Only) | \$7 cpm                   |

Search  
Retargeting

Contextual  
Targeting

O  
E  
G

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## 2016 Terms & Conditions — Hearst Connecticut Media Group

### 1. Terms and Conditions

1. The Publisher reserves the right to edit, revise, reclassify or reject any advertising even after the first insertion of a multiple insertion advertisement.
2. Hearst Media Services will not knowingly publish any advertisement which in the absolute discretion of Hearst Media Services is deemed to be illegal, misleading or offensive to its readers.
3. The advertiser agrees that the Publisher shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser credit for so much of the space occupied by the error; and its obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion.
4. Publisher reserves the right to insert above any copy, the word advertisement one or more times if advertisement could be construed by the reader as news or editorial content.
5. The advertiser agrees to assume sole responsibility for statement contained in his copy and to protect and indemnify Hearst Media Services against any and all liability, loss or expense arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights, and all violations of the right to privacy resulting from the publication by Hearst Media Services of the advertiser's copy.
6. It is expressly understood and agreed that the Publisher reserves the right to cancel advertising at any time for any reason, including but not limited to default by the advertiser in the payment of invoices or persistent violations on the part of the advertiser of any conditions herein named. Upon such cancellation, all advertising published thereunder and unpaid, shall become immediately due and payable. No verbal changes or modifications of these conditions will be recognized.
7. Orders containing a provision that advertising shall not appear in proximity to, or to the exclusion of, other advertising cannot be accepted. Hearst Media Services advertising columns are open to the competition of all legitimate advertisers.
8. All positions are at the option of the Publisher. In no event will adjustments, reinstatement or refunds be made because of the position and/or section in which an advertisement has been published. Hearst Media Services shall be under no liability for its failure for any cause to insert an advertisement.
9. Hearst Media Services shall be under no liability for its failure for any cause to insert an advertisement.
10. Hearst Media Services reserves the right to publish any advertisement in a digitized or any other electronic format.

### 2. Contract and Copy Regulations

1. This "contract" is a discount billing arrangement which (loss nor obligate the advertiser to place any advertisements and does not obligate Hearst Media Services to print advertisements. The contract is to be signed only by the owner, officer, or such person legally designated with power of attorney for advertiser.
2. Contracts can be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more separately owned companies.
3. All rates are net cash with order except where credit has been approved by the Publisher. Where credit has been extended, bills are due and payable no later than thirty (30) days following statement. If the ending balance of any statement is not paid in full, that portion which remains unpaid will be assessed a finance charge of 1.5% per month. The advertiser shall be liable for all reasonable cost and expenses incurred in collection of past due advertising invoices, including but not limited to reasonable attorney's fees.

4. All advertising billed will be direct to the advertiser, or may be directed to the client's advertising agency upon written request.
5. If for any reason the minimum space or units contracted for should not be used within the contract period, service actually furnished shall be paid for at rates governing same.
6. Any rate adjustment will be made effective by giving 30 days written notice for contract advertisers for run-of-paper advertising.
7. Contract cannot be invalidated by wrong insertions or omissions.
8. Claims of errors in billing must be made within 30 days of days of invoice, otherwise such claims will not be considered.
9. Specifications on orders restricting the kinds of news on any page area are treated as requests only.
10. Revisions totaling more than 10% of total proof will be charged at established composition rates.
11. The number of insertions to be given, the day or days on which they are to appear, the advertising, if any, which replaces, and the number of inches (lines), must be stated in writing on the copy. If the advertiser at any time fails to furnish copy and or instructions for the regular and uninterrupted insertions of his advertisement on a contract for a specified number of insertions, it is understood and agreed that the last copy furnished, and the space therewith ordered, shall be repeated or orders by telephone will be accepted at advertiser's risk only.
12. Advertising placed on a no proof basis, including advertising submitted after deadline, is done at the advertiser's risk.
13. The forwarding of an order will be construed as an acceptance of all the rates and conditions under which advertising space is at the time sold by Hearst Media Services. A failure to make the order correspond in price, or otherwise, with the rate schedule in force will be regarded as a clerical error, and publication will be made and charged for upon the terms of the rate schedule in force without further notification.
14. In the event of typographical errors advertising goods or services at less than proper price, Hearst Media Services will furnish letters to be posted in the store stating the correct price. Goods may not be sold at the wrong price printed in the advertisement with the intent to charge the difference to Hearst Media Services. Hearst Media Services shall not be liable for errors and unless corrected proof is returned to us by specified proof-back deadline. Our liability for an error shall not exceed cost of space occupied by the error. Credit will be allowed for first insertion only.
15. Hearst Media Services will not be responsible for errors when correct proof of advertisement does not accompany insertion or order insertion of incorrect illustrations or material supplied by another newspaper.
16. Established Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. Cancellations after deadlines will be charged.
17. Hearst Media Services will not be responsible for key letters that do not print correctly, or for illustrations, materials, drawings or photographs not called for within 30 days after date of insertion.
18. Any tax levied against advertising is to be added to the advertising charges.
19. No advertising objectionable to Hearst Media Services will be accepted, including but not limited to objectionable medical, personal or matrimonial advertising, and no stock promotions or financial advertising, other than those of securities for known value. In any event, all advertising is subject to final approval by the Publisher before publication can be considered.
20. In the event publication is interrupted for any reason or if advertising to be published is omitted, the Publisher shall not be held liable for failure to publish advertising.
21. Contract covers all advertising space used in Hearst Media Services as stated in the current Rate Cards.

# Personnel

**Paul Barbetta**  
President & Group Publisher

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**Trish Luzzi**  
Senior Director of Operations and Sales Strategy  
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**Greenwich Time/greenwichtime.com**  
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