

The Market Leader in the Leading Market

The News-Times



Advertising Rates

EFFECTIVE OCTOBER 1, 2007

- Preprint Insertion Rates -

DAILY

Rates in Cost per Thousand (CPM) *Preprinted inserts supplied by customer*

Tabloid Pages	# OF INSERTIONS ANNUALLY							
	Open	6x	13x	26x	39x	50x	70x	90x
2 Single Sheet	\$58	\$48	\$44	\$42	\$40	\$38	\$37	\$36
4-6 Pages	\$60	\$56	\$52	\$50	\$46	\$42	\$40	\$38
8-10 Pages	\$62	\$58	\$54	\$52	\$48	\$44	\$42	\$40
12-14 Pages	\$64	\$60	\$56	\$54	\$50	\$46	\$44	\$42
16-18 Pages	\$66	\$62	\$58	\$56	\$52	\$47	\$45	\$43
20-22 Pages	\$69	\$65	\$61	\$59	\$55	\$48	\$46	\$44
24-26 Pages	\$72	\$68	\$63	\$60	\$56	\$50	\$47	\$45
28-30 Pages	\$74	\$70	\$65	\$61	\$57	\$52	\$48	\$46
32-34 Pages	\$76	\$72	\$67	\$62	\$58	\$54	\$49	\$47
36-38 Pages	\$79	\$75	\$69	\$63	\$59	\$55	\$51	\$48
40-42 Pages	\$82	\$78	\$71	\$65	\$61	\$57	\$54	\$52
44-46 Pages	\$85	\$81	\$73	\$67	\$63	\$59	\$56	\$54
48-50 Pages	\$86	\$82	\$75	\$69	\$65	\$61	\$58	\$56
52-54 Pages	\$90	\$86	\$79	\$73	\$69	\$65	\$62	\$60

For 56 pages or more, add \$1.00 to the 52 tab page CPM for each additional 4 pages.

SUNDAY

Rates in Cost per Thousand (CPM) *Preprinted inserts supplied by customer*

Tabloid Pages	# OF INSERTIONS ANNUALLY							
	Open	6x	13x	26x	39x	50x	70x	90x
2 Single Sheet	\$63.80	\$52.80	\$48.40	\$46.20	\$44.00	\$41.80	\$40.70	\$39.60
4-6 Pages	\$66.00	\$61.60	\$57.20	\$55.00	\$50.60	\$46.20	\$44.00	\$41.80
8-10 Pages	\$68.20	\$63.80	\$59.40	\$57.20	\$52.80	\$48.40	\$46.20	\$44.00
12-14 Pages	\$70.40	\$66.00	\$61.60	\$59.40	\$55.00	\$50.60	\$48.40	\$46.20
16-18 Pages	\$72.60	\$68.20	\$63.80	\$61.60	\$57.20	\$51.70	\$49.50	\$47.30
20-22 Pages	\$75.90	\$71.50	\$67.10	\$64.90	\$60.50	\$52.80	\$50.60	\$48.40
24-26 Pages	\$79.20	\$74.80	\$69.30	\$66.00	\$61.60	\$55.00	\$51.70	\$49.50
28-30 Pages	\$81.40	\$77.00	\$71.50	\$67.10	\$62.70	\$57.20	\$52.80	\$50.60
32-34 Pages	\$83.60	\$79.20	\$73.70	\$68.20	\$63.80	\$59.40	\$53.90	\$51.70
36-38 Pages	\$86.90	\$82.50	\$75.90	\$69.30	\$64.90	\$60.50	\$56.10	\$52.80
40-42 Pages	\$90.29	\$85.80	\$78.10	\$71.50	\$67.10	\$62.70	\$59.40	\$57.20
44-46 Pages	\$93.50	\$89.10	\$80.30	\$73.70	\$69.30	\$64.90	\$61.60	\$59.40
48-50 Pages	\$94.60	\$90.20	\$82.50	\$75.90	\$71.50	\$67.10	\$63.80	\$61.60
52-54 Pages	\$99.00	\$94.60	\$86.90	\$80.30	\$75.90	\$71.50	\$68.20	\$66.00

For 56 pages or more, add \$1.00 to the 52 tab page CPM for each additional 4 pages.

TMC PREPRINT INSERTION RATES

Preprinted inserts supplied by customer

Weight	Rate	Weight	Rate
0.8 oz.	\$57.47	2.1 oz.	\$108.52
0.9 oz.	\$61.35	2.2 oz.	\$112.44
1.0 oz.	\$65.32	2.3 oz.	\$116.34
1.1 oz.	\$69.26	2.4 oz.	\$120.30
1.2 oz.	\$73.17	2.5 oz.	\$124.23
1.3 oz.	\$77.10	2.6 oz.	\$128.15
1.4 oz.	\$81.03	2.7 oz.	\$132.08
1.5 oz.	\$84.96	2.8 oz.	\$136.01
1.6 oz.	\$88.88	2.9 oz.	\$139.93
1.7 oz.	\$92.81	3.0 oz.	\$143.86
1.8 oz.	\$96.74	3.1 oz.	\$147.79
1.9 oz.	\$100.65	3.2 oz.	\$151.71
2.0 oz.	\$104.59	3.3 oz.	\$155.64

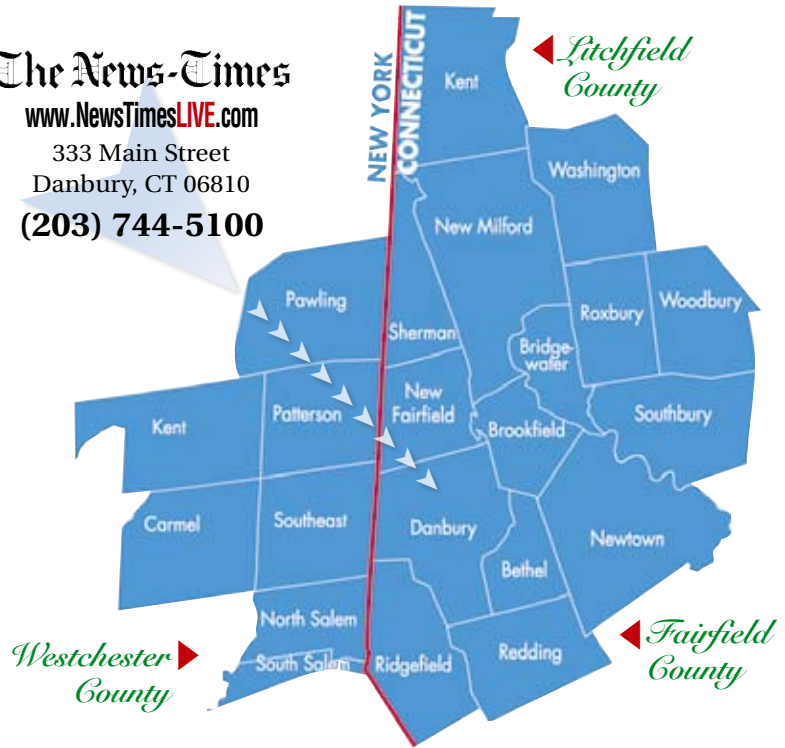
Single Sheet \$48.30

These rates are based on signed contracts for a commitment to a minimum number of insertions during a contract year. Rates are extended based on conditions set forth in the signed contract. Failure to reach the agreed upon number of insertions will result in being back billed at a higher rate. Pre-print rates apply to single-advertiser sections only. All multiple-advertiser sections will be charged at the group pre-print rate. All pre-printed sections are accepted subject to review upon delivery.

All prices are per thousand for full run distribution and are based on The News-Times' tabloid page size. Broadsheet pages count as 2 tabloid pages. Mini-tab pages count as 1/2 tab pages. Mini-tab pages cannot exceed 7" x 10.5". All pre-print rates are non-commissionable.

ZONING: Preprints may be zoned to specific zip codes within The News-Times circulation area. A minimum of 10,000 preprints is required and an additional zoning charge of \$4.00 per thousand will be added to the full run rate.

The News-Times
www.NewsTimesLIVE.com
 333 Main Street
 Danbury, CT 06810
(203) 744-5100



- Advertising Policy -

COPY REGULATIONS

- All advertising subject to approval by the Publisher.
- The News-Times reserves the right to revise or reject any advertisement which is deemed by the newspaper to be objectionable, whether for subject matter, graphics, phraseology or make-up.
- All mail order advertisements are subject to the approval of the Executive Advertising Director.
- The word "Advertisement" must appear at the top of any advertisement resembling editorial matter.

POSITION AND COLOR REQUESTS

Position and color requests will be honored whenever possible. However, we cannot guarantee any position or color due to the volume of requests. It is also necessary on occasion to position more than one color ad on a given page. No allowance will be given for advertisement position or color omission.

CONTRACTS

- Annual bulk contract rates are based on the net volume of space used and paid for in a one-year period.
- Weekly frequency contract rates are based on a minimum amount of net space used weekly for a 26 or 52 week period.
- Contracts are effective on the day that the signed copy is received at The News-Times.
- Back dating of contracts is not permitted.

- The Publisher reserves the right to adjust the rates stipulated herein on thirty days written notification.
- Short rates will be strictly enforced for failure to meet contractual requirements. Weekly frequency contract advertisers will be billed for the weekly minimum in the event advertising is not provided.
- All contract agreements and rates apply only to advertising placed expressly on behalf of the original advertiser. Under no circumstances shall the original advertiser resell space to a third party.

FREQUENCY RATES

- Frequency and rateholder rates are available in real estate, automotive and some miscellaneous categories.
- Frequency rates are based on the number of days an advertisement runs in a given calendar week. Minimum ad size is one column inch.
- Rateholder rates are based on a commitment of four lines of advertising run on every publishing day. A minimum six month commitment is required.
- Failure to complete minimum requirements of either frequency or rateholder rates will result in the account being back billed at a higher rate.

BILLS/CREDITS

- New accounts must be prepaid until credit investigation has been completed.
- All contract accounts are due by the 15th of the month following publication. Accounts not paid by the 15th are considered past due.
- All private party ads are payable in advance.
- The News-Times does not accept advertising from advertising agencies that

carry sequential liability disclaimer clauses on insertion orders.



ERRORS

Although every effort is made to ensure that advertisements appear correctly, errors do occur. Allowance for errors is given as monetary credit or reruns and is based on the impact the error has on the effectiveness of the entire advertisement. Any request for credit must be received within seven days of publication. In the case of multiple run dates, The News-Times must be notified on the first day of publication. The News-Times assumes no liability for omissions.

NATIONAL REPRESENTATIVE

Landon Media Group
 805 Third Avenue
 12th Floor
 New York, NY 10022
 (212) 826-1113 — www.landonmedia.com

PUBLISHING DAYS

- The Sunday News-Times is published every Sunday, including holidays.
- The News-Times is published Monday through Saturday with the exception of Christmas Day.

- Retail Advertising Rates -

RETAIL WEEKLY RATES

These rates are based on signed contracts for a commitment to use a minimum number of column inches each week during the length of the contract. A 26-week contract entitles an advertiser to miss one week during the life of the contract. A 52-week contract allows for 3 missed weeks. Failure to fulfill the minimum weekly commitment will result in the advertiser being billed for the minimum space required.

RETAIL ANNUAL BULK RATES

These rates are based on signed contracts for a commitment to a minimum number of column inches during a contract year. Rates are extended based on conditions set forth in the signed contract. Failure to reach minimum contract inches will result in being back billed at a higher rate. All rates are based on a page size of 6 columns by 21 inches in depth, for a total of 126 column inches per page.

An advertiser is entitled to the retail advertising rate when selling exclusively and directly to the public through one or more stores owned entirely by the advertiser. Under no circumstances may the advertiser resell advertising space to a third party.

Weekly Advertising Commitment	RATE PER COLUMN INCH	
	Daily	Sunday
2 Inches	\$23.50	\$27.60
5 Inches	\$22.52	\$26.66
10 Inches	\$21.50	\$25.43
20 Inches	\$20.65	\$24.43
50 Inches	\$20.42	\$24.25
100 Inches	\$19.70	\$23.38
200 Inches	\$19.38	\$22.20

Annual Advertising Commitment	RATE PER COLUMN INCH	
	Daily	Sunday
Display/Open	\$31.50	\$37.99
50 Inches	\$25.26	\$29.85
100 Inches	\$24.29	\$28.75
200 Inches	\$23.65	\$27.87
300 Inches	\$23.14	\$27.41
400 Inches	\$22.92	\$27.13
500 Inches	\$22.69	\$26.85
600 Inches	\$22.18	\$26.42
700 Inches	\$22.00	\$26.20
800 Inches	\$21.80	\$25.80
1,000 Inches	\$21.60	\$25.52
1,500 Inches	\$20.80	\$24.65
2,000 Inches	\$20.54	\$24.35
3,500 Inches	\$20.23	\$23.99
5,000 Inches	\$19.81	\$23.51
7,500 Inches	\$18.99	\$22.99

- Classified Advertising Rates -

CLASSIFIED WEEKLY RATES

The following rates are based on signed contracts for a commitment to use a minimum number of column inches each week during the length of the contract. A 26-week contract entitles an advertiser to miss one week during the life of the contract. A 52-week contract allows for 3 missed weeks. Failure to fulfill the minimum weekly commitment will result in the advertiser being billed for the minimum space required.

Weekly Commitment	DISPLAY RATE PER COLUMN INCH	
	Daily	Sunday
5 Inches	\$20.67	\$24.45
10 Inches	\$19.88	\$23.49
25 Inches	\$19.61	\$23.24
50 Inches	\$19.32	\$22.83
100 Inches	\$19.08	\$22.54
200 Inches	\$18.56	\$21.96
300 Inches	\$17.69	\$20.87
500 Inches	\$15.13	\$17.98
800 Inches	\$13.72	\$16.31

Internet - Additional \$2.00 per insertion for each line ad. Additional \$30.00 per ad for real estate display ads.

CLASSIFIED ANNUAL BULK RATES

These rates are based on signed contracts for a commitment to a minimum number of column inches during a contract year. Rates are extended based on conditions set forth in the signed contract. Failure to reach minimum contract inches will result in being back billed at a higher rate. Rates are based on a page size of 10 columns by 21 inches in depth, for a total of 210 column inches per page.

Annual Advertising Commitment	DISPLAY RATE PER COLUMN INCH	
	Daily	Sunday
Display/Open	\$38.20	\$41.67
300 Inches	\$21.49	\$25.43
600 Inches	\$20.68	\$24.42
1,500 Inches	\$20.40	\$24.17
3,000 Inches	\$20.09	\$23.74
5,500 Inches	\$19.84	\$23.44
11,000 Inches	\$19.30	\$22.84

CLASSIFIED RATEHOLDER RATES

The following rates are based on a commitment of a minimum of four lines of advertising run every published day. A six-month or one-year contract is required.

Contract Term	DISPLAY RATE PER COLUMN INCH	
	Daily	Sunday
Six Months	\$23.19	\$27.51
One Year	\$20.64	\$24.39

Internet - Additional \$2.00 per insertion for each line ad.

NATIONAL RATES

These rates are commissionable to recognized advertising agencies.

DISPLAY RATE PER COLUMN INCH	
Daily	Sunday
\$46.57	\$52.40

Internet - Additional \$5.00 per insertion for each line ad. \$1.00 per inch for display ads.

LEGALS \$29.49 per inch

ADDITIONAL FEES

Affidavit	\$6.00 each	Tearsheet	\$3.00 each
Blind Box Charge	\$40.00		

MORE COVERAGE,
MORE SAVINGS!

Multiple Run Discount Program

When an advertisement is repeated within a 7 day period, the advertiser is eligible for a discount:

1st Ad	Full Price
2nd Ad	-25%
3rd - 7th Ad	-50%

Advertiser is eligible for a discount when an ad is repeated within a 7 day period. Sunday ad is always full price. Mechanical changes are not permitted.

Color Rates

The following rates are in addition to the cost of the advertising space:

Black Plus ONE Spot Color	- \$199.00
Black Plus TWO Spot Colors	- \$299.00
FULL Process Color	- \$399.00

Frequency Advertising Program

Top of Mind Awareness

This program is for advertisements that run every day or every other day, without change, 30 consecutive times. Both plans include insertion into our weekly TMC product during the schedule.

Every Day Ad	\$14.00 per Column Inch Daily, Sunday or TMC
Every Other Day Ad	\$15.00 per Column Inch Daily, Sunday or TMC

- Advertising Solutions -

PRINT PLUS

A full service print shop offering competitive pricing on everything from single sheet inserts to full color brochures, business cards, multi-part forms, etc. We also offer database marketing and direct mail services.

THE INTERNET www.NewsTimesLIVE.com

The News-Times offers online advertising and many web services, such as web site design, domain name registration and links from our very active web site to yours.

CO-OP

For a free review of all your co-op programs contact your advertising representative.

THE DOLLAR SAVER

Reach 62,625 non-subscribers with The News-Times' Total Market Coverage vehicle. Contact your News-Times representative for more information.

Front and back covers — \$16.54 per column inch (includes color). All ads inside are \$14.45 per column inch.

THE GREATER NEW MILFORD SPECTRUM

This award winning weekly newspaper provides local hometown news to Bridgewater, Gaylordsville, Kent, New Milford, New Preston, Roxbury, Sherman, South Kent, Warren, Washington and Washington Depot. For more information on how to place your ad in the Spectrum, contact your advertising representative.

Combo Rate: Pick up your ad from The News-Times and run in the Greater New Milford Spectrum.

Rate per Inch \$11.29

REACH OVER 20,000 HOUSEHOLDS!

REAL ESTATE SHOWCASE

A monthly tabloid of commercial and residential real estate listings, property transfers and advertisements featuring some of the area's finest homes and businesses for sale. Distributed via full run News-Times insertion as well as an additional 6,000 pieces in retail outlets and realtor offices.

	Front Cover*	Back Cover*	Full Page	Half Page	Quarter Page
1 Time	\$1,390	\$1,149	\$1,099	\$629	\$369
6 Times	\$1,199	\$949	\$899	\$499	\$292
12 Times	n/a	\$849	\$699	\$389	\$229

*Front and back cover positions include full process color. Front page positions include a quarter page advertisement on page 2.

TV SHOWCASE

	1x	13x	26x	52x
Full Page	\$788	\$659	\$622	\$587
Half Page	\$391	\$333	\$315	\$299
Quarter Page	\$195	\$170	\$158	\$150
Eighth Page	\$105	\$89	\$85	\$83
Front Page Banner	\$299 (includes full process color)			

Spot Color	1 Color	2 Color	4 Color
	\$100	\$131	\$163

NON-PROFIT ADVERTISING

Non-profit advertising rates available to qualified non-profit businesses. (Tax exempt ID number required).

\$20.54 **Daily** / \$24.35

- Print Specifications -

RETAIL

6 Columns per Page - Page Depth 21"
Standard Advertising Units Accepted

COLUMNS	INCHES	FRACTIONS
1 Column	1.832"	1 13/16"
2 Column	3.79"	3 3/4"
3 Column	5.75"	5 3/4"
4 Column	7.709"	7 11/16"
5 Column	9.667"	9 5/8"
6 Column	11.625"	11 5/8"

TABLOID / TV WEEKLY

4 Columns per Page - Page Depth is 11 5/8"

PAGE	INCHES	FRACTIONS
1/8 Page	4.625" x 2.625"	4 5/8" x 2 5/8"
1/4 Page	4.625" x 5.625"	4 5/8" x 5 5/8"
1/2 Page Horizontal	9.375" x 5.625"	9 3/8" x 5 5/8"
1/2 Page Vertical	4.625" x 11.4375"	4 5/8" x 11 7/16"
Full Page	9.375" x 11.4375"	9 3/8" x 11 7/16"

CLASSIFIED

9 Columns per Page - Page Depth is 21"

COLUMNS	INCHES	FRACTIONS
1	1.08"	1"
2	2.25"	2 1/4"
3	3.42"	3 3/8"
4	4.58"	4 9/16"
5	5.75"	5 3/4"
6	6.92"	6 7/8"
7	8.08"	8"
8	9.25"	9 1/4"
9	10.42"	10 3/8"
10	11.58"	11 9/16"

DEADLINES*

Publications	Retail Deadline	Class. Display Deadline	In-Col. Classified Deadline
Sunday	Thursday 3:00 p.m.	Thursday 3:00 p.m.	Friday 3:00 p.m.
Monday	Thursday 5:00 p.m.	Thursday 5:00 p.m.	Friday 5:00 p.m.
Tuesday	Friday 2:00 p.m.	Friday 2:00 p.m.	Monday 5:00 p.m.
Wednesday	Friday 5:00 p.m.	Friday 5:00 p.m.	Tuesday 5:00 p.m.
Thursday	Monday 5:00 p.m.	Monday 5:00 p.m.	Wednesday 5:00 p.m.
Friday	Tuesday 5:00 p.m.	Tuesday 5:00 p.m.	Thursday 5:00 p.m.
Saturday	Wednesday 5:00 p.m.	Wednesday 5:00 p.m.	Friday 3:00 p.m.
Dollar Saver	Thursday 3:00 p.m. (10 days prior)	Thursday 3:00 p.m. (10 days prior)	Friday 5:00 p.m. (the week before)
The Spectrum	Monday 1:00 p.m.	Monday 1:00 p.m.	Wednesday 5:00 p.m.
TV Weekly	Thursday 3:00 p.m. (10 days prior)		

ART / GRAPHIC RATES

Standard art and photographic services are available to our advertisers free of charge for the purpose of enhancing advertisement content. Custom art and graphic services are available for a fee.

Creative Graphics: \$60/hour (1 hour minimum) for custom art work

Logo Package: \$95 flat fee includes three roughs and one finished logo design

MECHANICAL INFORMATION

- ✳ Advertisements should be as many inches deep as columns wide, but special sizes can be accommodated. Minimum space sold is 1 column x 1 inch.
- ✳ Advertisements exceeding 19 inches in depth will be charged the full column depth of 21 inches.
- ✳ Double-truck advertisements must be 24 inches wide by 21 inches deep. Space billed as total of 399 inches for classified and 273 inches for retail.
- ✳ Solid reverse advertisements are not accepted.
- ✳ Upside-down advertisements are not accepted.
- ✳ Step-down advertisements must be a minimum of 80% of the full page. Ads will be built from right to left and have a common outside border.
- ✳ Advertisements should be printed with a minimum of 85 line screen or a maximum of 100 line screen.

ELECTRONIC FILE SUBMISSIONS

For the best quality reproduction, please submit camera ready ads as a PDF file created from Adobe Acrobat with the fonts embedded. Ads saved as any other type of file are discouraged. Make sure the ad is the correct size, as we will not be able to resize a PDF file. Please be advised, The News-Times' printing process is CMYK (Cyan, Magenta, Yellow, and Black). File size can be no larger than 5 MB. When sending photos electronically we accept jpg, tif, or eps files. All files can be emailed to ads@newstimes.com.



Your ad is important to us.

In order to produce your ad accurately we need to receive your advertising copy early enough to give it the attention it deserves. Thank you for observing our deadlines.