

The Market Leader in the Leading Market

- 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.

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

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.

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	\$25.20
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

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

- 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

- 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 \$100 2 Color \$131 4 Color \$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.