

*- 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.

**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.

*- 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.

**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.

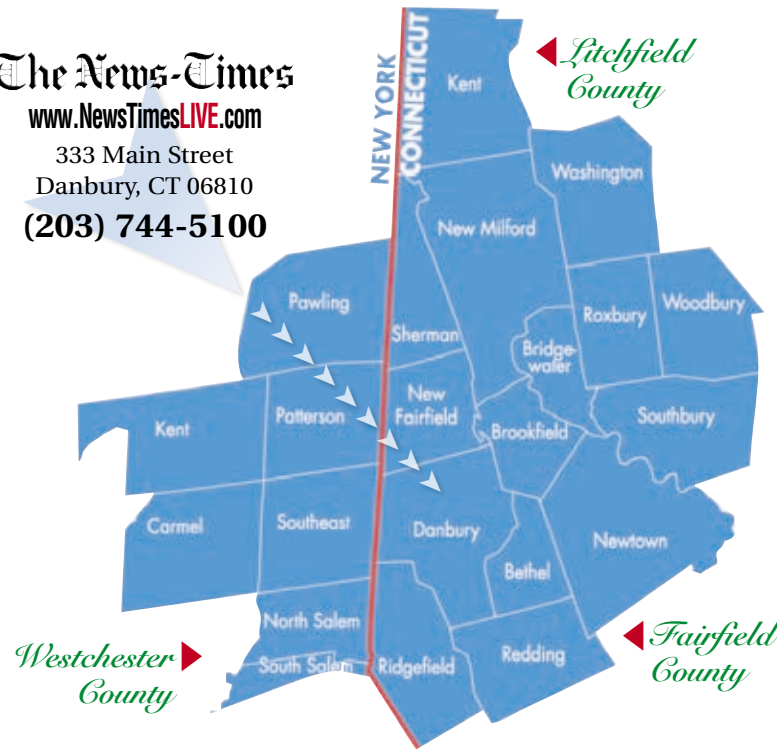
**SUNDAY**

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.

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



*The Market Leader in the Leading Market*

# The News-Times



# Advertising Rates

EFFECTIVE OCTOBER 1, 2007