

The greater
New Milford
Spectrum

*The
Heartbeat
of the
Community*

*Advertising
Rates*

EFFECTIVE OCTOBER 1, 2007

The Heartbeat of the Community

- Advertising Rates -

DISPLAY RATES

1 Time \$17.00 pci 13 Times \$15.32 pci
26 Times \$13.62 pci 52 Times \$12.79 pci

COMBO RATES

These are rates for ads running in The News-Times that are picked up into the weekly Spectrum newspaper.

Retail Display Pick-up Rate \$11.29 pci
Classified Display Pick-up Rate \$12.78 pci

NATIONAL DISPLAY RATES

These rates are commissionable to recognized advertising agencies.

Display Rate \$20.26 pci
Pick-up Rate \$15.35 pci

CLASSIFIED IN-COLUMN

For complete rates call our Classified Department at (800) 268-1441 or (203) 797-1414. Call to place your ad today!

Deadline: Wednesday at 3 p.m. (week of publication)

THE INTERNET

Available upon request. Please contact your advertising representative.

LEGAL NOTICE ADVERTISING

Display Rate \$5.60 pci
Deadline: Wednesday at 12 p.m. (week of publication)

PREPRINT ADVERTISING RATES

Available upon request. Please contact your advertising representative.

NON PROFIT ADVERTISING RATES

Non-profit advertising rate available to qualified non-profit businesses. Tax exempt ID number required.

Display Rate \$10.24 pci

★ ★ ★
Color Rates

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

**Spot or Process for only
\$19900**

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Spectrum

New Milford Office
45B Main Street • New Milford, CT 06776
860-354-2273

Danbury Office
333 Main Street • Danbury, CT 06810
203-744-5100

www.spectrum.newmilford.com

TOTAL DISTRIBUTION OF THE
Greater New Milford Spectrum
20,614

ZIP CODE	TOWN	DELIVERED TO NEWS-TIMES SUBSCRIBERS	DELIVERED TO NON-SUBSCRIBERS	TOTAL
06776	New Milford	3,554	7,289	10,843
06752	Bridgewater	199	674	873
06783	Roxbury	82	1,002	1,084
06755	Gaylordsville	44	471	515
06793 / 94	Washington/Washington Depot	57	1,088	1,145
06757	Kent/South Kent	88	1,734	1,822
06777	New Preston/Marbledale	39	837	876
06754	Warren	0	398	398
06784	Sherman	225	1,583	1,808
	Single Copy Distribution		1,250	1,250
				20,614

Preprint distribution available by individual zip code in TMC. Source ABC Audit 12/06, U.S. Postal Service/News-Times Marketing Dept. 3/07.

- 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"

CLASSIFIED

10 Columns per Page - Page Depth 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	9"	9 1/4"
8	9.25"	10 5/16"
9	10.42"	10 3/8"
10	11.58"	11 9/16"

DEADLINES

All Deadlines are Week of Publication

RETAIL	Monday 1:00 p.m.
CLASSIFIED IN-COLUMN	Wednesday 3:00 p.m.
LEGAL NOTICE	Wednesday 12:00 p.m.

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 Spectrum's 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.

