



# 2017

## The Norwalk Hour

*Serving Norwalk,  
Weston, Wilton,  
Westport and Stamford*



All rates listed are per column  
inch

### Local Display Advertising Rates

#### Non Contract Rates

Hour Only \$34.15

#### Frequency Annual Contracts (The Norwalk Hour Only)

	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

All rates listed are per column inch.

Rev: 6/23/2017

#### Color Rates

Full Color Add \$300

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

### ROP/Broadsheet Sizes:

Columns	Inches
1	1.667"
2	3.458"
3	5.250"
4	7.042"
5	8.833"
6	10.625"

Column Height

20"

#### Upload ad materials to:

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

### Standard Broadsheet 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"

**For more information, contact your  
Media Consultant or call 203-330-6238.**

**HEARST**

**CONNECTICUT  
MEDIA GROUP**

Connecticut Post | Greenwich Time | Stamford Advocate | The News-Times | The Norwalk Hour  
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager



# 2017 WILTON VILLAGER

*Every Home, Every Week*



## Local Display Advertising Rates

### Non Contract Rate

\$22 PCI

### Frequency Rates

**13 Times**

\$16 PCI

**26 Times**

\$12 PCI

**52 Times**

\$9 PCI

### Color Rates

Full Color

Add \$300

## 100% Coverage of Wilton

WILTON CONNECTICUT DEMOGRAPHICS

Zip Code 06897

Population 17,633

Households 5,890

Household Income, Average \$265,457

Population, Median Age 40.2

Housing, Median Value \$550,951

Owner Occupied homes 90.6%

College Degree 70.7%

Professional 66.0%

## 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.	5.479" x 10.5"
Quarter Page	5.479" x 5.1"
1/8 Page	5.479" x 2.63"
2 Col x 5	3.597" x 5"
Full Double Truck	20.00" x 10.5"

### Upload ad materials to:

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

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**Connecticut Post | Greenwich Time | Stamford Advocate | The News-Times | The Norwalk Hour**

**Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager**



# The Norwalk Hour

# WILTON VILLAGER

## Premium Positions

### Front Pages



### The Norwalk Hour Daily & Sunday

#### Footer Ad

3c x 4" full color \$500

### Spadea



Front Cover

#### FULL COLOR Front Cover

4.89" x 18" \$900

#### FULL COLOR Back Cover

4.89" x 20" \$700

#### 25% off for Front & Back \$1200

#### BW Inside Full Page

9.89" x 20" \$999

Back Cover

### Ad Note

### WILTON VILLAGER



#### Ad Note

3" x 3" full color (12,500 min) \$900

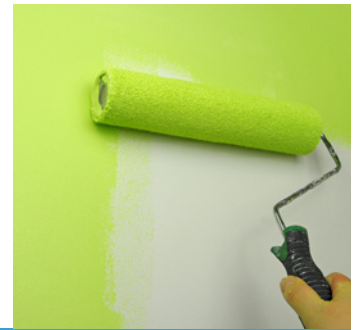
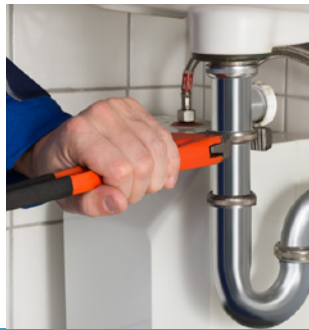
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## 2017 **The Professionals** Program

Promote your services, build brand awareness and gain credibility amongst our print and online readers, through The Professionals page.

### **ADVANTAGE - \$525 per month**

- The Norwalk Hour – 4.625" x 4" (Every day)
- Wilton Villager – 4.625" x 4" (Every Friday)
- Package includes "The Professionals" Online Banner ads, to run on Thehour.com, which click through to a digital version of The Professionals page.

### **STANDARD - \$325 per month**


- The Norwalk Hour – 4.625" x 2" (Every day)
- Wilton Villager – 4.625" x 2" (Every Friday)
- Package includes "The Professionals" Online Banner ads, to run on Thehour.com, which click through to a digital version of The Professionals page.

### **Looking to increase your online visibility and drive new business?**

Ask our team how Hearst can help you:

- Increase your visibility & rankings on Google, Yahoo and Bing (SEM & SEO)
- Engage with your target audience on Facebook
- Manage your Online Reputation, Reviews and Directory Visibility
- Build a Mobile-Responsive Website
- Create customized print advertising campaigns throughout Fairfield County

## **The Norwalk Hour** **WILTON VILLAGER**



**The Professionals**

To advertise, call a Multi-Media Consultant at 203-330-6238

4.625" x 4"

4.625" x 2"

**For more information, contact your Media Consultant,  
or call 203-330-6238.**

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# The Professionals

To advertise, call a Multi-Media Consultant  
at 203-330-6238



## Advertising Program with Hearst's The Norwalk Hour & Wilton Villager

Ad to run every day, on THE PROFESSIONALS page, during the Months indicated below.

Package Includes online banner impressions promoting "THE PROFESSIONALS" on thehour.com that click through to a digital version of THE PROFESSIONALS Landing page.

### Print Ad Size Options:

Commitment options: 3 month increments

- ☐ 4.625" wide x 4" high print ad &  
online banner impressions: \$525 per month
  
- ☐ 4.625" wide x 2" high print ad &  
online banner impressions: \$325 per month

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Number of Months: \_\_\_\_\_

Monthly Investment: \_\_\_\_\_

Total Investment: \_\_\_\_\_

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