

Hearst Connecticut Media Group

2018 Rate Card | Local

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

We offer multimedia marketing campaigns to suit your specific needs.

Booklet PDF rev. 7/9/2018

HEARST

**CONNECTICUT
MEDIA GROUP**

Retail Display R.O.P. (Run Of Paper) Rates

- (Black and White) per column inch

Open Rate	Daily \$95.35	Sunday \$106.85
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BULK CONTRACTS

Contract Size/Inches	Per Col. Inch Daily	Per Col. Inch Sunday
60 (half page)	\$76.75	\$88.25
120 (1 page)	65.50	85.30
240 (2 pages)	64.75	82.45
480 (4 pages)	63.75	79.70
729 (6 pages)	63.30	77.35
1,215 (10 pages)	62.75	74.60
1,580 (13 pages)	61.75	73.35
3,159 (26 pages)	61.40	72.75
6,318 (52 pages)	60.45	72.15
9,113 (75 pages)	59.45	67.25
12,150 (100 pages)	58.90	66.65

Signed contract required

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid.

Retail — Repeat Frequency Incentive

The following discount is available for retail ads running multiple insertions within seven days in the Connecticut Post. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion. **Each additional insertion: 20% off.**

Business Builders

Insertions within 30 calendar days:	Per Col. Inch
15X	\$41.00
30X	\$35.65

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad

Special Classification Rates

	Daily	Sunday
Charitable Community Rate	\$46.20	\$52.20

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

	Daily or Sunday
Community Advertiser Rate	\$46.00

Color Rates

Additional \$300 per ad

Color Information and Requirements

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

Special Services— Tearsheets

Electronic Tearsheets - The Connecticut Post offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

Classified Rates

For updated rates call **203-333-4151**.

- #1 Obituaries
- #2 Public/Legal Notices
- #3 Help Wanted
- #4 General/Memoriams
- #5 Real Estate Listing

For Auto, Real Estate Open House and Special Section Rates

Please call 203-330-6238
or email advertise@hearstmediact.com

GREENWICH TIME STAMFORD ADVOCATE

2018 Rate Card
Effective January 1, 2018

Retail Display R.O.P. (Run Of Paper) Rates

- (Black and White) per column inch

DAILY FREQUENCY			
Contract Level	Combo	Adv	Grnch
Open Rate	\$79.90	\$52.70	\$37.80
6 times	65.50	44.00	30.90
13 times	56.70	39.20	27.20
26 times	55.80	38.50	26.40
39 times	54.90	37.90	22.40
52 times	54.20	37.50	19.10
104 times	53.40	37.40	18.60
208 times	52.70	37.30	18.40
365 times	52.30	36.50	18.00

SUNDAY FREQUENCY			
Contract Level	Combo	Adv	Grnch
Open Rate	\$89.70	\$58.90	\$41.00
6 times	75.00	50.90	35.10
13 times	63.80	44.20	30.70
26 times	62.80	43.70	30.40
39 times	62.30	42.90	25.70
52 times	61.70	42.20	21.70
104 times	61.50	41.90	20.90
208 times	60.00	41.50	20.40
365 times	59.10	41.30	19.80

Signed contract required

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

Business Builders

Insertions within 30 calendar days:	Cost
2c x 2" – 4 weeks	\$415.00
2c x 4" – 4 weeks	\$575.00

- Available Sunday, Monday, Tuesday & Friday
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

Color Rates

Additional \$300 per ad

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

Discounts

Earn 20% discount on any advertisement repeated within 5 days of initial publication date. (Sunday ads are not discounted.)

Earn 30% discount on any advertisement repeated within 7 days of initial publication date (Sunday ads are not discounted.)

Discount applies to contract rates only. No change in size or copy accepted.

Full Page Discount – The following size advertisements billed at the retail rate qualify for the stated discounts.

FULL PAGE DISCOUNT				
Ad Size	Columns	Depth	Contract Inches	Discount
Full Page	6	20"	120"	10%
Double-Truck	13	20"	260"	10%

Consecutive page discounts are also available. For more information, all 203-330-6238 or email advertise@hearstmediact.com

When taking advantage of the Consecutive Page Discount, no other discounts will apply. It may be configured as a freestanding section, limited availability.

Special Classification Rates

Charitable Community Rate

	Combo	Adv	Grnch
Daily	\$49.90	\$35.00	\$17.90
Sunday	56.50	39.40	19.60

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

Community Advertiser Rate

	Combo	Adv	Grnch
Daily	\$44.30	\$25.30	\$21.60
Sunday	50.00	28.50	24.70

Special Services – Tearsheets

Electronic Tearsheets are available. See your representative.

Classified Rates For updated rates call **203-333-4151**.

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|--------------------------------|-------------------------------|
| #1 Obituaries | #4 General/Memoriams |
| #2 Public/Legal Notices | #5 Real Estate Listing |
| #3 Help Wanted | |

For Auto, Real Estate Open House and Special Section Rates

Please call 203-330-6238 or email advertise@hearstmediact.com

THE NEWS-TIMES

2018 Rate Card, Effective January 1, 2018

Retail Display R.O.P. (Run Of Paper) Rates

- (Black and White) per column inch

Open Rate	Daily \$32.45	Sunday \$39.15
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WEEKLY ADVERTISING CONTRACTS

Contract Size/Inches	Per Col. Inch Daily	Per Col. Inch Sunday
2	\$24.20	\$28.40
5	23.20	27.45
10	22.15	26.20
20	21.25	25.16
50	21.05	25.00
100	20.30	24.10
200	19.95	22.90

BULK CONTRACTS

Contract Size/Inches	Per Col. Inch Daily	Per Col. Inch Sunday
Open rate	\$32.45	\$39.15
50	26.00	30.75
100	25.00	29.60
200	24.35	28.70
300	23.85	28.20
400	23.60	27.95
500	23.35	27.65
600	22.85	27.20
700	22.65	26.95
800	22.45	26.60
1,000	22.25	26.30
1,500	21.40	25.40
2,000	21.15	25.10
3,500	20.80	24.70
5,000	20.40	24.20
7,500	19.55	23.65

Signed contract required

- R.O.P. rates are based on 6 columns per page by 20 in. deep
- Local/Retail rates are not commissionable to advertising agencies
- Rates listed here apply only to local/retail display advertising
- Rates for national and classified advertising are available on request
- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

Retail – Repeat Frequency Incentive

The following discount is available for retail ads running multiple insertions within seven days in the The News-Times. Copy changes are not allowed. Combination ads must be ordered with the first insertion. Sunday insertions are not discounted but may be used to count as a multiple insertion.

Second Insertion: 25% off. Third - Seventh Insertion: 50% Off.

Business Builders

Insertions within 30 calendar days:	Per Col. Inch
15X	\$16.00
30X	\$14.00

- Minimum size, 1 col. in./Maximum size, 10 col. in.
- One copy change per month • No further discounts apply
- Errors adjusted as make goods only
- No adjustment for errors that do not materially affect the ad.

Special Classification Rates

	Daily	Sunday
Charitable Community Rate	\$21.15	\$25.10

The Charitable Community Service Rate is available to accounts meeting the following criteria: The entity must be a charitable organization providing noncommercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as nonprofit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to the publication and approved.

	Daily	Sunday
Community Advertiser Rate	\$19.38	\$19.38

Color Rates

Additional \$300 per ad

Color Information and Requirements

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

Special Services– Tearsheets

Electronic Tearsheets- The News-Times offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

Classified Rates

For updated rates call **203-333-4151**.

#1 Obituaries	#4 General/Memoriams
#2 Public/Legal Notices	#5 Real Estate Listing
#3 Help Wanted	

For Auto, Real Estate Open House and Special Section Rates

Please call 203-330-6238
or email advertise@hearstmediact.com

Retail Display R.O.P. (Run Of Paper) Rates

- (Black and White) per column inch

Open Rate Daily
\$34.15

FREQUENCY ANNUAL CONTRACTS			
	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

Signed contract required

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- Paid Position: Specified page when available 25% premium
- No rebates
- Going out of business sales charged open rate and must be prepaid

Color Rates

Additional \$300 per ad

Color Information and Requirements

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

Business Builders

- For Business Builder Packages visit hearstct.com for a rate sheet or email advertise@hearstmediact.com

Special Services- Tearsheets

Electronic Tearsheets- The Hour offers electronic tearsheets for their advertisers. This special service allows you to view, print, store your ad as well as scroll through the daily paper to check placement. There is no additional fee, but registration is required. Please contact your representative to enroll.

Classified Rates

For updated rates call **203-333-4151**.

- | | |
|--------------------------------|-------------------------------|
| #1 Obituaries | #4 General/Memoriams |
| #2 Public/Legal Notices | #5 Real Estate Listing |
| #3 Help Wanted | |

For Auto, Real Estate Open House and Special Section Rates

Please call 203-330-6238 or email advertise@hearstmediact.com

Community Weeklies - 2018 Rate Card, Effective January 1, 2018

DARIEN NEWS
FAIRFIELD CITIZEN
NEW CANAAN NEWS
WESTPORT NEWS

Classified Rates

For updated rates call
 203-333-4151.

- #1 Obituaries
- #2 Public/Legal Notices
- #3 Help Wanted
- #4 General/Memoriams
- #5 Real Estate Listing

THE SPECTRUM

WILTON VILLAGER

Retail Advertising Rates

Darien News | Fairfield Citizen | New Canaan News | Westport News

No. of Papers	Rate per Column Inch (PCI)
One Paper	\$12
Two Papers	\$18
Three Papers	\$21
Four Papers	\$23
Five Papers (includes The Spectrum)	\$25
Color	Add \$300

Community Business Builder – 13 week program

Ad size – 3.36" x 2" - \$300

Ad size – 3.36" x 4" - \$415

Front Page Banner Program

1 Paper - \$375

2nd through 5th publication - \$300 per publication

Front Page Sports Banner - \$775 with 13 week commitment

Premium Position: 25% premium on contract rate

Full Color - \$325

Political Rates: \$22 pci

Retail Advertising Rates

The Spectrum

Retail Display Rate	\$12 (PCI)
Color	Add \$300

Front Page or Section Banner Rates

10.625" x 2" — Color banner Ad \$650 per insertion

Retail Advertising Rates

Wilton Villager

Retail Display Rate	\$22 (PCI)
Color	Add \$300

Frequency Rates

13 Times: \$16 26 Times: \$12 52 Times: \$9

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SUNDAY ARTS & STYLE

Every Sunday, our lifestyle publication will feature the better things in life, from home and fashion to food and films.

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 158,000+ Sunday readers have household incomes of \$100,000 or more, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: 2017 Hearst CMG Circulation/Audience Dept.

Zones	Full Page	½ Page	¼ Page
Zone 1 Connecticut Post The News-Times	\$3,500	\$2,000	\$1,250
Zone 2 Greenwich Time Stamford Advocate The Norwalk Hour	\$2,500	\$1,500	\$850

Purchase an ad in both zones:

50% pick-up discount on your second publication ad size (outside of your primary target area). Ad sizes are to be the same for each publication to qualify for your pick-up discount.

25% Premium on page 2 (half-page), page 3 (full page), or outside back cover (full-page). See media consultant for details.

Some of our *Sunday Arts & Style* topics include:

FOOD

Restaurant Reviews
Chef and Artisan Profiles
Trends

HOME

Décor
Design
Gardening
Entertaining

FASHION

Apparel
Jewelry
Trends

Local Designers
Local Shows

ARTS

Museums
Galleries
Theater
Books
Music
Film
TV Listings
Puzzles/Games

TRAVEL

Day Trips

Personal Essays
Reader Photos
Regional Jaunts

WELLBEING

Mind
Body
Spirit

PEOPLE

Galas
Charity Events

HUMOR

Jim Shea





Connecticut's **Premier** Entertainment Publication



Publishing every Thursday in:

Connecticut Post
Greenwich Time
Stamford Advocate
The News-Times
The Norwalk Hour
New Haven Register

(Delivering a readership of more than 250,000.)



Space & Ad Materials Deadline:
Thursday of previous week,
10 a.m.

NEW

Final Ad Proof Deadline:
Friday, 3:30 p.m.



ADVERTISING RATES

Ad Size	1-8 Weeks	9-26 Weeks	27-48 Weeks	Full Year
Full Page	\$3,260	\$2,410	\$2,000	1,525
Half Page (H)	\$1,680	\$1,250	\$900	\$775
Half Page (V)	\$1,680	\$1,250	\$900	\$775
1/4 Page	\$940	\$700	\$500	\$375
2 x 5	\$605	\$475	\$360	\$225
1/8 Page	\$525	\$410	\$315	\$200

AD SIZES

Size	Ad Size
Full Page	9.25" x 10.5"
Half Page (H)	9.25" x 5.1"
Half Page (V)	5.479" x 10.5"
1/4 Page	5.479" x 5.1"
2 x 5	3.597" x 5"
1/8 Page	5.479" x 2.63"

2017 Hearst CMG Circulation/Audience Dept.

HEARST

CONNECTICUT
MEDIA GROUP

www.hearstct.com

Special Publications



Throughout the year we offer a variety of special interest publications, both general interest and real estate.

Premium Magazines

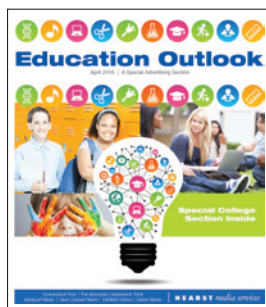
Our specialty premium magazines tap into the interests of our audience - with titles such as Top 100 Dining & Drinks, Home Design + Decor, and Best of Summer - we provide valuable and interesting content to a highly desirable demographic.

To see our latest offerings and pricing details please check out the "Specs & Rates" page on our website: www.hearstct.com.



Special Sections

Throughout the year, special sections are timed to coincide with peak advertising periods such as Education Outlook and Back to School. Our Real Estate sections showcase the enviable homes and estates throughout Fairfield County, and publish frequently throughout the year.



Mechanical/Ad Sizes

ROP/Broadsheet/Classified Sizes:

Columns	Picas/Points	Inches
1	10/120	1.667"
2	20.9/249	3.458"
3	31.6/378	5.250"
4	42.3/507	7.041"
5	53/636	8.833"
6	63.9/765	10.625"

Standard Broadsheet/Recruitment 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"

Wilton Villager 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"

The preferred document creation program is Adobe InDesign. Photoshop and Adobe Illustrator should be used for creating components that are to be placed into the InDesign document, for example.

Use of Photoshop to compose the entire ad always presents major outputting problems and such documents cannot be accepted.

Our in-house software programs are Adobe CS5 Creative Suite and Adobe Acrobat & Distiller 7.

Electronic Ad Requirements

ACCEPTED FILE FORMATS:

PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

Be sure all fonts are embedded within the PDF.

Why?... If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

More on PDFs

An Adobe PDF document is preferred for optimal reproduction of your camera-ready advertisement. It is recommended that you submit your completed ad to us in a PDF format to eliminate the need to provide us with the document, art, photos and fonts. However, once you give us a PDF file, we cannot make changes to your ad. Therefore, the original document must be prepared with CMYK PROCESS COLORS (DO NOT INCLUDE RGB OR SPOT COLORS) and the images must be CMYK. RGB photos will not color separate. The PDF must have all your fonts embedded.

We do not accept ads in the following formats: Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign and PageMaker documents.

AdDrop:

We ask that camera ready files (complete PDF ad files) and components (files used by creative to design an ad) be uploaded to AdDrop by going to:

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

Connecticut Post, The Norwalk Hour and Wilton Villager

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

The News-Times and The Spectrum

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

Stamford Advocate, Greenwich Time and all of the community weeklies (excluding the Wilton Villager)

- When using AdDrop, the choices for submission are "Upload Completed Media" or "Upload Materials." Each form has a specific number of required fields in order to complete the upload. They are marked with a red asterisk. Please contact your sales representative for more detailed instructions if necessary.

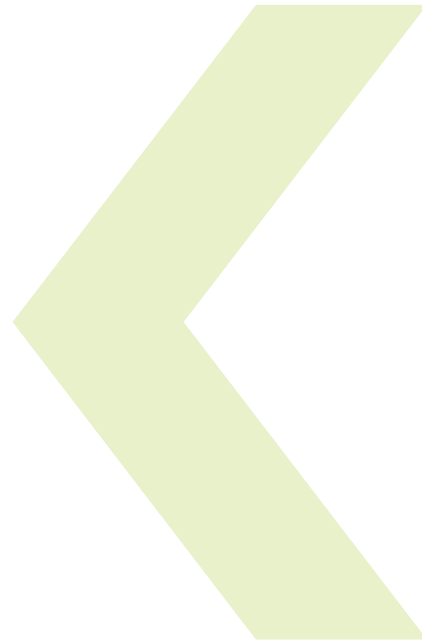
AdTransit, AdSend and Fast Channel

- Hearst Connecticut Media Group participates with AdTransit, AdSend and Fast Channel to assist those customers who prefer to use this ad delivery.

Digital Specifications

BANNER ADS

Desktop Size: >	Leaderboard:	728 x 90 pixels
	Billboard:	300 x 250 pixels
	Large Skyscraper:	300 x 600 pixels
Mobile Size: >	Static Rectangle:	300 x 250 pixels
	Static Wide Banner:	320 x 50 pixels
File Types: >	gif, png, jpg or HTML 5	
File Size Requirements: >	Gif = under 40kb	
	Jpeg = under 40kb	
Ad Loop: >	One Loop	
Ad Design: >	Must have border	



RICH MEDIA ADS

Size: >	Sliding Billboard; two pieces:
	Pencil = 972 x 90 pixels
	Drop = 972 x 300 (max) pixels
	Watermark Wrap: 1630 x 1275 pixels Top 126px
	Desktop Interstitial: 550 x 450 pixels
Design Specs: >	<ul style="list-style-type: none"> • Must have border • If animated, no longer than 8 seconds • No file size restrictions • ClickTags not required

Deadlines

If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact: creative@connecticutmediagroup.com

2018 Online Display Advertising Rates

Hearst Connecticut News Sites

Package Component	1-6 Month Contract	7-12 Month Contract	300k-700k impressions Over life of contract	Over 700k impressions Over life of contract
Above the Fold Only Package Includes: ROS, ATF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$14 cpm	\$12 cpm	Minus \$2 cpm	Minus \$3 cpm
Run of Site Package Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, 320 x 50	\$10 cpm	\$8 cpm	Minus \$2 cpm	Minus \$3 cpm
Mobile Only Package Includes: 300 x 250, 320 x 50	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
Home Page and Section Only Package Includes: ATF, BTF and Mobile 300 x 250, 300 x 600, 728 x 90, Mobile	\$12 cpm	\$10 cpm	Minus \$2 cpm	Minus \$3 cpm
Below the Fold Only Package Includes: BTF and Mobile 300 x 250, 728 x 90, Mobile	\$6 cpm	\$5 cpm	-----	-----

* Geo Targeting, Contextual, Social Feed - \$2.50 cpm added to rate

** Video to standard 300 x 250 - \$2.50 cpm added to rate

2018 Rich Media – Daily/Week/Weekend

Interstitials and Sliding Billboards

Interstitials

Any Cmg Site - \$18 cpm

Hero Ad Unit \$18 CPM*

* Minimum impression count required.

DAILIES

WEEKLIES

Sliding Billboards		
Website	Price per day (SBB only)	Price per Weekend (SBB only)
CTPost.com	\$875	\$655
GreenwichTime.com	\$450	\$280
MiddletownPress.com	\$185	\$140
NewsTimes.com	\$690	\$515
Nhregister.com	\$375	\$280
RegisterCitizen.com	\$185	\$140
StamfordAdvocate.com	\$560	\$420
TheHour.com	\$450	\$188
Website	Price per week (SBB only)	Price per Weekend (SBB only)
CountyTimes.com	\$420	\$250
CTBulletin.com	\$420	\$250
CTPostChronicle.com	\$420	\$250
Dariennewsonline.com	\$420	\$250
Dolphin-News.com	\$420	\$250
Fairfieldcitizenonline.com	\$420	\$250
FoothillsTrader.com	\$420	\$250
Newcannannewsonline.com	\$420	\$250
Newmilfordspectrum.com	\$420	\$250
ShoreLineTimes.com	\$420	\$250
TheHour.com/Wilton	\$420	\$250
WestHartford.com	\$420	\$250
Westport-news.com	\$420	\$250

2018 Email Marketing Pricing

Our Hearst network gives us the ability to access 250 million email addresses nationwide. Demographic and geographic targeting is also available.



Small business one-time only campaigns -25,000 for \$800 (must be exactly 25k count)

Number of emails sent per blast	Cost per thousand
1,000-49,999	\$1,000 Minimum Charge
50,000-250,000	\$20 cpm
250,001-400,000	\$16 cpm
400,001-500,000	\$12 cpm
500,001-1,000,000	\$8 cpm
Over 1mm	\$7 cpm

*Cost per thousand rates are available per individual email blast only; distribution quantities cannot be aggregated to earn applicable rate.

2018 Targeted Online Display Advertising on Extended Network

Extensive reach beyond our print market area.

PRODUCT	Price
Site Retargeting-Desktop Only	\$6 cpm \$300/mo. min.
Keyword Contextual Retargeting	\$6 cpm \$300/mo. min.
Contextual Targeting	\$6 cpm \$300/mo. min.
Run-of-Network/GEO	\$6 cpm \$300/mo. min.
Hearst Premium	\$12 cpm
Pre-Roll	\$24 cpm
Audience Targeting (Desktop Only)	\$7 cpm

Search
Retargeting

Contextual
Targeting



2018 Terms & Conditions — Hearst Connecticut Media Group

1. Terms and Conditions

1. The Publisher reserves the right to edit, revise, reclassify or reject any advertising even after the first insertion of a multiple insertion advertisement.
2. Hearst Connecticut Media Group will not knowingly publish any advertisement which in the absolute discretion of Hearst Connecticut Media Group is deemed to be illegal, misleading or offensive to its readers.
3. The advertiser agrees that the Publisher shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser credit for so much of the space occupied by the error; and its obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion.
4. Publisher reserves the right to insert above any copy, the word advertisement one or more times if advertisement could be construed by the reader as news or editorial content.
5. The advertiser agrees to assume sole responsibility for statement contained in his copy and to protect and indemnify Hearst Connecticut Media Group against any and all liability, loss or expense arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights, and all violations of the right to privacy resulting from the publication by Hearst Connecticut Media Group of the advertiser's copy.
6. It is expressly understood and agreed that the Publisher reserves the right to cancel advertising at any time for any reason, including but not limited to default by the advertiser in the payment of invoices or persistent violations on the part of the advertiser of any conditions herein named. Upon such cancellation, all advertising published thereunder and unpaid, shall become immediately due and payable. No verbal changes or modifications of these conditions will be recognized.
7. Orders containing a provision that advertising shall not appear in proximity to, or to the exclusion of, other advertising cannot be accepted. Hearst Connecticut Media Group advertising columns are open to the competition of all legitimate advertisers.
8. All positions are at the option of the Publisher. In no event will adjustments, reinstatement or refunds be made because of the position and/or section in which an advertisement has been published. Hearst Connecticut Media Group shall be under no liability for its failure for any cause to insert an advertisement.
9. Hearst Connecticut Media Group shall be under no liability for its failure for any cause to insert an advertisement.
10. Hearst Connecticut Media Group reserves the right to publish any advertisement in a digitized or any other electronic format.
4. All advertising billed will be direct to the advertiser, or may be directed to the client's advertising agency upon written request.
5. If for any reason the minimum space or units contracted for should not be used within the contract period, service actually furnished shall be paid for at rates governing same.
6. Any rate adjustment will be made effective by giving 30 days written notice for contract advertisers for run-of-paper advertising.
7. Contract cannot be invalidated by wrong insertions or omissions.
8. Claims of errors in billing must be made within 30 days of days of invoice, otherwise such claims will not be considered.
9. Specifications on orders restricting the kinds of news on any page area are treated as requests only.
10. Revisions totaling more than 10% of total proof will be charged at established composition rates.
11. The number of insertions to be given, the day or days on which they are to appear, the advertising, if any, which replaces, and the number of inches (lines), must be stated in writing on the copy. If the advertiser at any time fails to furnish copy and or instructions for the regular and uninterrupted insertions of his advertisement on a contract for a specified number of insertions, it is understood and agreed that the last copy furnished, and the space therewith ordered, shall be repeated or orders by telephone will be accepted at advertiser's risk only.
12. Advertising placed on a no proof basis, including advertising submitted after deadline, is done at the advertiser's risk.
13. The forwarding of an order will be construed as an acceptance of all the rates and conditions under which advertising space is at the time sold by Hearst Connecticut Media Group. A failure to make the order correspond in price, or otherwise, with the rate schedule in force will be regarded as a clerical error, and publication will be made and charged for upon the terms of the rate schedule in force without further notification.
14. In the event of typographical errors advertising goods or services at less than proper price, Hearst Connecticut Media Group will furnish letters to be posted in the store stating the correct price. Goods may not be sold at the wrong price printed in the advertisement with the intent to the charge the difference to Hearst Connecticut Media Group. Hearst Connecticut Media Group shall not be liable for errors and unless corrected proof is returned to us by specified proof-back deadline. Our liability for an error shall not exceed cost of space occupied by the error. Credit will be allowed for first insertion only.
15. Hearst Connecticut Media Group will not be responsible for errors when correct proof of advertisement does not accompany insertion or order insertion of incorrect illustrations or material supplied by another newspaper.
16. Established Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. Cancellations after deadlines will be charged.
17. Hearst Connecticut Media Group will not be responsible for key letters that do not print correctly, or for illustrations, materials, drawings or photographs not called for within 30 days after date of insertion.
18. Any tax levied against advertising is to be added to the advertising charges.
19. No advertising objectionable to Hearst Connecticut Media Group will be accepted, including but not limited to objectionable medical, personal or matrimonial advertising, and no stock promotions or financial advertising, other than those of securities for known value. In any event, all advertising is subject to final approval by the Publisher before publication can be considered.
20. In the event publication is interrupted for any reason or if advertising to be published is omitted, the Publisher shall not be held liable for failure to publish advertising.
21. Contract covers all advertising space used in Hearst Connecticut Media Group as stated in the current Rate Cards.

2. Contract and Copy Regulations

1. This "contract" is a discount billing arrangement which (loss nor obligate the advertiser to place any advertisements and does not obligate Hearst Connecticut Media Group to print advertisements. The contract is to be signed only by the owner, officer, or such person legally designated with power of attorney for advertiser.
2. Contracts can be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more separately owned companies.
3. All rates are net cash with order except where credit has been approved by the Publisher. Where credit has been extended, bills are due and payable no later than thirty (30) days following statement. If the ending balance of any statement is not paid in full, that portion which remains unpaid will be assessed a finance charge of 1.5% per month. The advertiser shall be liable for all reasonable cost and expenses incurred in collection of past due advertising invoices, including but not limited to reasonable attorney's fees.