



YankeeCrier.com, P.O. Box 30, Hartford, CT 06141-0030 • (860) 966-3447 • YankeeCrier@Midday.com

YANKEECRIER.COM ROP WEB ONLY DISCOUNTED* DISPLAY ADVERTISING RATES

Effective September 1, 2009 - WWW Prepaid Discounted At <http://WebAds.YankeeCrier.com>

COST PER ISSUE CONSECUTIVE INSERTION FOR ONLINE WEB PAGES EDITION - 7 DAYS PER ISSUE

AD SIZE	MECHANICAL REQMT. (")	SINGLE ISSUE	2 ISSUES	3 ISSUES	4-5 ISSUES	FRONT PAGE*	PAGE 2*	INSIDE BACK*	BACK PAGE*
1/32	1.77X1.03				\$6				
1/16	3.68X1.03			\$11	\$11				
1/16	1.77X2.22			\$11	\$11				
3/32	3.68X1.50		\$16	\$15	\$15				
3/32	5.59X1.03		\$17	\$16	\$16				
3/32	1.77X3.41		\$18	\$17	\$17				
1/8	3.68X2.22	\$23	\$21	\$21	\$20				
1/8	1.77X4.60	\$24	\$23	\$22	\$21				
1/8	7.50X1.03	\$25	\$23	\$22	\$22				
3/16	3.68X3.41	\$37	\$34	\$33	\$32				
3/16	5.59X2.22	\$38	\$35	\$33	\$32				
3/16	1.77X6.98	\$39	\$35	\$34	\$33				
1/4	3.68X4.60	\$49	\$45	\$43	\$42				
1/4	7.50X2.22	\$50	\$46	\$44	\$42				
1/4	1.77X9.36	\$51	\$47	\$44	\$43				
3/8	7.50X3.41	\$72	\$66	\$63	\$61				
1/2	7.50X4.60	\$95	\$88	\$84	\$81				
13/16	7.50X8.10	\$144	\$132	\$126	\$122				
3/8	5.59X4.60	\$70	\$64	\$62	\$60	6-10 ISSUES	11-17 ISSUES	18-26 ISSUES	27-52 ISSUES
3/8	3.68X6.98	\$71	\$66	\$63	\$61	\$69	\$67	\$66	\$63
7/16	3.68X8.17	\$84	\$78	\$74	\$72	\$78	\$76	\$75	\$72
1/2	3.68X9.36	\$96	\$88	\$84	\$81	\$87	\$85	\$83	\$80
9/16	5.59X6.98	\$106	\$98	\$93	\$90	\$95	\$93	\$91	\$87
5/8	7.50X5.79	\$116	\$107	\$102	\$99	\$96	\$94	\$91	\$88
5/8	5.59X8.17	\$117	\$108	\$103	\$99	\$113	\$111	\$108	\$104
3/4	7.50X6.98	\$138	\$127	\$122	\$118	\$114	\$111	\$108	\$104
3/4	5.59X9.36	\$139	\$128	\$122	\$118	\$131	\$128	\$125	\$120
7/8	7.50X8.17	\$160	\$147	\$141	\$136	\$147	\$144	\$140	\$665
PAGE	7.50X9.36	\$180	\$165	\$158	\$153	\$315	\$307	\$299	\$288
SPRD	16.00X9.36	\$384	\$353	\$338	\$326				

CLASSIFIEDS ARE IN 1 COLUMN OR 2 COLUMNS OF A 4 COLUMN PAGE FORMAT - [HTTP://WEBCLASSIFIEDS.YANKEECRIER.COM](http://WEBCLASSIFIEDS.YANKEECRIER.COM)

* Online Prepayment Discounted For Term Of Contract On All Pages, All Ad Sizes, And All Classifieds.

COVERAGE

Global
Internet
WorldWideWeb
www

SPECIAL POSITIONS: (First Come, First Serve) *Per Issue* - Top Page Left, add \$9; Top Page Right, add \$14, payment request made via PayPal to: Accounts@Midday.com.

COLOR: Included as submitted by advertiser. Web only ads appear on W numbered, orange background colored pages. Custom Ad Color Request...\$34

DESIGN, LAYOUT & TYPESETTING: If requested, add non-refundable \$37 via PayPal to: Accounts@Midday.com

CLASSIFIEDS PREPAID TOTALS: *BUSINESS* - 12-17 words: \$7.07; 18-23 words: \$8.65; 24-29 words: \$8.82; 30-35 words: \$9.52; 36-41 words: \$9.84; 42-47 words: \$10.15; 48-53 words: \$10.60. *PERSONAL* - 1-5 words: \$1.18; 6-11 words: \$2.38; 12-17 words: \$3.54; 18-23 words: \$4.32; 24-29 words: \$4.41; 30-35 words: \$4.76; 36-41 words: \$4.92; 42-47 words: \$5.08; 48-53 words: \$5.46; 54-60 words: \$5.52. **Hyperlinks are 4 words.** No changes - No cancellations.

DEADLINE: Display or classified ad copy must be received at WebAds@Midday.com noon Friday, Eastern Standard Time (EST), *preceding* the following Monday of publication, after payment is made on the circulation page listed below.

COMMISSIONABLE AGENCY: Less 15% rebate made via PayPal.

CIRCULATION: Weekly on the World Wide Web (WWW) Mondays at noon. **Publisher** reserves right of final acceptance for all submitted advertising. Place Display Advertising at <http://WebAds.YankeeCrier.com> & Classified Advertising at <http://WebClassifieds.YankeeCrier.com>. Advertiser assistance: VOIP +1 (818) 824-4777 • YCWeb@Midday.com