



## YANKEE CRIER ROP PRINT & WEB DISPLAY PREPAID\* ADVERTISING RATES - 30K

Effective September 1, 2009 - 30K Prepaid Discounted At <http://Ads.YankeeCrier.com>

COST PER ISSUE CONSECUTIVE PRINT INSERTION • INCLUDES WEB 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			\$14	\$14				
1/16	3.68X1.03		\$29	\$28	\$27				
1/16	1.77X2.22		\$30	\$28	\$27				
3/32	3.68X1.50	\$47	\$43	\$42	\$40				
3/32	5.59X1.03	\$48	\$44	\$42	\$41				
3/32	1.77X3.41	\$49	\$45	\$43	\$41				
1/8	3.68X2.22	\$62	\$57	\$55	\$53		\$75	\$69	\$72
1/8	1.77X4.60	\$63	\$58	\$55	\$53				
1/8	7.50X1.03	\$64	\$58	\$56	\$54				
3/16	3.68X3.41	\$93	\$86	\$82	\$79				
3/16	5.59X2.22	\$94	\$87	\$83	\$80		\$113	\$103	\$108
3/16	1.77X6.98	\$95	\$87	\$84	\$81				
1/4	3.68X4.60	\$123	\$113	\$108	\$105				
1/4	7.50X2.22	\$124	\$114	\$109	\$105	\$248	\$149	\$136	\$142
1/4	1.77X9.36	\$125	\$115	\$110	\$106		\$150	\$137	\$143
3/8	7.50X3.41	\$179	\$165	\$158	\$153	\$359	\$215	\$197	\$206
1/2	7.50X4.60	\$238	\$219	\$210	\$203	\$477	\$286	\$262	\$274
13/16	7.50X8.10	\$359	\$331	\$316	\$305	\$719	\$431	\$395	\$413
3/8	5.59X4.60	\$177	\$163	\$156	\$150	6-10 ISSUES	11-17 ISSUES	18-26 ISSUES	27-52 ISSUES
3/8	3.68X6.98	\$178	\$164	\$157	\$152	\$173	\$169	\$165	\$158
7/16	3.68X8.17	\$211	\$194	\$186	\$179				
1/2	3.68X9.36	\$239	\$220	\$210	\$203	\$196	\$191	\$186	\$179
9/16	5.59X6.98	\$265	\$244	\$234	\$226	\$218	\$212	\$207	\$199
5/8	7.50X5.79	\$292	\$268	\$257	\$248	\$239	\$233	\$227	\$219
5/8	5.59X8.17	\$293	\$269	\$257	\$249	\$240	\$234	\$228	\$219
3/4	7.50X6.98	\$346	\$318	\$305	\$294	\$284	\$277	\$270	\$260
3/4	5.59X9.36	\$347	\$319	\$305	\$295	\$284	\$277	\$271	\$260
7/8	7.50X8.17	\$399	\$367	\$351	\$339	\$327	\$319	\$311	\$299
PAGE	7.50X9.36	\$449	\$413	\$395	\$382	\$368	\$359	\$350	\$665
SPRD	16.00X9.36	\$959	\$882	\$844	\$815	\$786	\$767	\$748	\$719

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

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

### COVERAGE

West Hartford  
and  
Metro Sampler

**SPECIAL POSITIONS:** (First Come, First Serve): *Per Issue* - Page Request, add \$10; Top Page Left, add \$14; Top Page Right, add \$18; Front Page, add 100%; Page 2, add 20%; Inside Back Page, add 10%; Back Page, add 15%. Green Light SPECIALS, add 30%; **Web Only - Local:** 40% of above ROP Ad Display Rates; **Global:** WebAds.YankeeCrier.net. **Barter:** ROP. **SURPRISE AD AUCTION:** Place a bid for the Yankee Crier, Hartford Advertiser, or Midday News - <http://Bid.Midday.net>. **COLOR:** Spot...\$55; Special Request...\$34; Process...\$199; Color Separations...75-\$95 depending on size (Min. 1/8 Page). **DESIGN, LAYOUT & TYPESETTING:** Add non-refundable \$27 to total. **110 Line Halftone/Scan/Line** - \$9 each. **Paper** - Call. **INSERTS:** Weight per piece - 1 oz. or less. Maximum size flat or folded - 8 1/2" x 11"; 70 lb. stock or heavier weight; \$79 per 1,000 prepaid; over 1 oz. @ \$1.29/lb. prepaid. Minimum order - 1,000.

**CLASSIFIEDS PREPAID TOTALS:** **BUSINESS** - 12-17 words: \$17.68; 18-23 words: \$21.62; 24-29 words: \$22.04; 30-35 words: \$23.80; 36-41 words: \$24.60; 42-47 words: \$25.38; 48-53 words: \$26.50. **PERSONAL** - 1-5 words: \$2.95; 6-11 words: \$5.94; 12-17 words: \$8.84; 18-23 words: \$10.81; 24-29 words: \$11.02; 30-35 words: \$11.90; 36-41 words: \$12.30; 42-47 words: \$12.69; 48-53 words: \$13.25; 54-60 words: \$13.80. **Hyperlinks are 4 words.** No changes - No cancellations.

**PREPAYMENT & EARLY PAY DISCOUNT - ROP DISPLAY:** Non-Profits ROP only, deduct 15% on above discounted display rates only for prepayment with order; 5% discount for payment received by 7th day following ad publication date.

**DEADLINE:** Inserts must be received by 5 p.m. 3 business days *preceding* day of publication. Display and classified ads must be received by noon Friday *preceding* date of following Monday publication. **COMMISSIONABLE AGENCY:** Less 15%.

**CIRCULATION:** 30,000 weekly Monday residential and business deliveries. **Publisher** reserves right of final acceptance for all submitted advertising. Place Display Advertising at <http://Display.YankeeCrier.com> & Classified Advertising at <http://Classifieds.YankeeCrier.com>. **Advertiser** contact assistance: +1 (860) 966-3447 • [YCAssist@Midday.com](mailto:YCAssist@Midday.com)