



**YANKEE CRIER PRINT & WEB ROP DISPLAY ADS AND CLASSIFIEDS 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			\$16	\$15				
1/16*	3.68X1.03		\$32	\$31	\$30				
1/16*	1.77X2.22		\$33	\$31	\$30				
3/32*	3.68X1.50	\$52	\$48	\$46	\$45				
3/32*	5.59X1.03	\$53	\$49	\$47	\$45				
3/32*	1.77X3.41	\$54	\$50	\$48	\$46				
1/8*	3.68X2.22	\$69	\$64	\$61	\$59		\$83	\$76	\$80
1/8*	1.77X4.60	\$70	\$64	\$61	\$59				
1/8*	7.50X1.03	\$71	\$65	\$62	\$60				
3/16	3.68X3.41	\$104	\$95	\$91	\$88		\$125	\$115	\$120
3/16	5.59X2.22	\$105	\$96	\$92	\$89				
3/16	1.77X6.98	\$106	\$97	\$93	\$90				
1/4	3.68X4.60	\$137	\$126	\$120	\$116				
1/4	7.50X2.22	\$138	\$127	\$121	\$117	\$275	\$165	\$151	\$158
1/4	1.77X9.36	\$139	\$127	\$122	\$118		\$166	\$152	\$159
3/8	7.50X3.41	\$199	\$183	\$175	\$169	\$399	\$239	\$219	\$229
1/2	7.50X4.60	\$265	\$244	\$233	\$225	\$530	\$318	\$291	\$305
13/16	7.50X8.10	\$399	\$367	\$351	\$339	\$798	\$479	\$439	\$459
3/8	5.59X4.60	\$197	\$181	\$173	\$167	6-10 ISSUES	11-17 ISSUES	18-26 ISSUES	27-52 ISSUES
3/8	3.68X6.98	\$198	\$182	\$174	\$169	\$192	\$187	\$183	\$176
7/16	3.68X8.17	\$234	\$216	\$206	\$199				
1/2	3.68X9.36	\$266	\$244	\$234	\$226	\$218	\$212	\$207	\$199
9/16	5.59X6.98	\$295	\$271	\$259	\$251	\$242	\$236	\$230	\$221
5/8	7.50X5.79	\$324	\$298	\$285	\$275	\$266	\$259	\$253	\$243
5/8	5.59X8.17	\$325	\$299	\$286	\$276	\$266	\$260	\$253	\$244
3/4	7.50X6.98	\$384	\$354	\$338	\$327	\$315	\$308	\$300	\$288
3/4	5.59X9.36	\$385	\$354	\$339	\$327	\$316	\$308	\$300	\$289
7/8	7.50X8.17	\$444	\$408	\$390	\$377	\$364	\$355	\$346	\$333
PAGE	7.50X9.36	\$499	\$459	\$439	\$424	\$409	\$399	\$389	\$665
SPRD	16.00X9.36	\$1,066	\$980	\$938	\$906	\$874	\$852	\$831	\$799

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

\* *Prepayment Required On Front Page, Page 2, Inside Back, Back Page, 1/32, 1/16, 3/32 and 1/8 Page Size Ads.*

**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:** 10% discount for prepayment with order; 5% discount for payment received by 7th day following ad publication date. Non-Profits deduct 25% prepaid, ROP.

**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)