Covering the Heart of Central Connecticut

Print. Online. Mobile.
## 2016 NATIONAL ADVERTISING RATES

### Open Rate (per column inch)
- The Bristol Press: $36.78
- New Britain Herald: $36.78
- Sunday Herald Press (Herald and Press): $49.66
- 2-daily combo: $55.17
- Newington Town Crier: $18.2/
- All-paper combo: $61.10

### Combo Rates/Discounts
Add Monday or Tuesday to Sunday: 40% off

### Sunday Back Page of Comics Full Color
- $399

### Page 3/Sports Strip 5 col x 2”
- The Bristol Press: $382
- New Britain Herald: $382
- 2-daily combo: $577
- Sunday Herald Press: $517
- Newington Town Crier (Back Page If Available): $149

### Any Other Section Strip
- The Bristol Press: $337
- New Britain Herald: $337
- Sunday Herald Press: $432
- 2-daily combo: $463

**Note:** Other strip ads and sizes are available upon request.

### Guaranteed position 25% premium
Color is 20% additional; minimum $60
Add $60 for color in each additional publications

### Preprints Per 1,000 ($200 minimum)
- Single Sheet: $54
- Up to 8 pages: $56
- Up to 16 pages: $60

**Special sizes, page counts priced on request. Maximum size before folding: 11” x 12”**

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### Front Page Strip 5 col x 2”/Sky 5 col x 1.25”/Sidebox 1 col x 2”
- The Bristol Press: $460/$460/$199
- New Britain Herald: $460/$460/$199
- Sunday Herald Press (Herald & Press): $689/$620/$268
- 2-daily combo: $689/$620/$268
- Newington Town Crier (3 col x 2.5” top/bottom): $154/$137

### Page 3/Sports Strip 5 col x 2”
- The Bristol Press: $382
- New Britain Herald: $382
- 2-daily combo: $577
- Sunday Herald Press: $517
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- Single Sheet: $54
- Up to 8 pages: $56
- Up to 16 pages: $60

**Special sizes, page counts priced on request. Maximum size before folding: 11” x 12”**
# 2016 RETAIL ADVERTISING RATES

## Open Rate (per column inch)
- The Bristol Press: $28.50
- New Britain Herald: $28.50
- Sunday Herald Press: $38.78
- 2-daily combo: $42.75
- Newington Town Crier: $12.00
- All-paper combo: $51.44

## Front Page Ads
- The Bristol Press strip (9.67"x2"): $399
- New Britain Herald strip (9.67"x2"): $399
- Sunday Herald Press strip (9.67"x2"): $539
- 2-daily combo strip (M-Sat): $599
- Left Rail Daily (1x6.5"): $399
- Left Rail Sunday: $539
- Top strip Daily (9.625"x4.375"): $299
- Top strip Sunday (9.625"x4.375"): $399

Note: Other strip ads and sizes are available upon request.

## Back Page/Sports Strip Ads
- The Bristol Press: $299
- New Britain Herald: $299
- Sunday Herald Press: $404
- 2-daily combo: $448

Note: Other strip ads and sizes are available upon request. All strip ads include color.

## Page 3/Strip Ads
- The Bristol Press: $269
- New Britain Herald: $269
- Sunday Herald Press: $359
- 2-daily combo: $399
- All Paper Combo: $519

## Combo Rates/Discounts
Add Monday or Tuesday to Sunday: 40% off

## Newington Town Crier Front Page Strip Ads
<table>
<thead>
<tr>
<th></th>
<th>TOP</th>
<th>SIDE</th>
<th>BOTTOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTC</td>
<td>$167</td>
<td>$119</td>
<td>$145</td>
</tr>
<tr>
<td>(5.75&quot;x2.32&quot;)</td>
<td>(1.83&quot;x4.38&quot;)</td>
<td>(5.75&quot;x2&quot;)</td>
<td></td>
</tr>
</tbody>
</table>

Guaranteed position 25% premium. Color is 20% additional; minimum $60. Add $60 for color in each additional publication.

## Preprints Per 1,000 ($200 minimum)
- Single Sheet: $44
- 8 pages or less: $46
- 16 pages or less: $49

## Non-Profit Rate
- The Bristol Press: $17.10
- New Britain Herald: $17.10
- Sunday Herald Press: $30.78
- 2-daily combo: $34.20
- Newington Town Crier: $8.64
- All-paper combo: $38.56

## ROP Column widths:
- 1 col: 1.83"
- 2 cols: 3.79"
- 3 cols: 5.75"
- 4 cols: 7.71"
- 5 cols: 9.67"
- 6 cols: 11.63"
- 7 cols: 13.59"
- 8 cols: 15.55"

## Classified Col. widths:
- 1 col: 1.1"
- 2 cols: 2.27"
- 3 cols: 3.44"
- 4 cols: 4.61"
- 5 cols: 5.78"
- 6 cols: 6.95"
- 7 cols: 8.12"
- 8 cols: 9.28"

## Tabloid/Modular sizes:
- Full Pg: 9.67"x10.75"
- 1/2 Pg Vert: 4.87"x10.75"
- 1/2 Pg Hor: 9.67"x5.25"
- 1/3 Pg: 9.67"x3.5"
- 1/4 Pg: 4.78"x5.25"
- 1/8 Pg: 4.78"x2.5"
- 1/18 Pg (Bus. Card): 3.15"x1.71"
- Full Pg depth: 10.75"

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Note: Other strip ads and sizes are available upon request. Ad Sizes
NEW BRITAIN HERALD or BRISTOL PRESS
Non-contract, transient line rates
(3-line minimum)

<table>
<thead>
<tr>
<th>Press or Herald</th>
<th>2-Paper Combo</th>
<th>Sunday Herald Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 Days</td>
<td>$5.87</td>
<td>$8.81</td>
</tr>
<tr>
<td>4-6 Days</td>
<td>$4.38</td>
<td>$6.57</td>
</tr>
<tr>
<td>7-13 Days</td>
<td>$4.05</td>
<td>$6.08</td>
</tr>
<tr>
<td>15-29 Days</td>
<td>$3.15</td>
<td>$3.78</td>
</tr>
</tbody>
</table>

Display .... $27.22/col. in. Sunday .......... $32.28/col. in.
Add additional $4.50 per day online

Help Wanted
Non-contract, transient line rates
(3 line minimum)

<table>
<thead>
<tr>
<th>Press or Herald</th>
<th>2-Paper Combo</th>
<th>Sunday Herald Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 Days</td>
<td>$7.02</td>
<td>$3.52</td>
</tr>
<tr>
<td>4-6 Days</td>
<td>$4.19</td>
<td>$2.10</td>
</tr>
<tr>
<td>7-13 Days</td>
<td>$3.84</td>
<td>$2.10</td>
</tr>
<tr>
<td>15-29 Days</td>
<td>$3.37</td>
<td>$1.84</td>
</tr>
<tr>
<td>30+ Days</td>
<td>$2.45</td>
<td></td>
</tr>
</tbody>
</table>

Display .... $27.22/col. in. Sunday .......... $40.39/col. in.
30 day posting on centralCTjobs.com ............. $149
Supersized ($109), Featured ($30) and Priority ($30 ) listings also available

Card of Thanks
1 col. x 2” ad size: ............................................................... $49

National Classified Advertising
(3-line minimum)
National line rates are commissionable to recognized agencies
Non-contract, Classified Line Ads. Rate per line, per insertion
1 insertion ................................................................. $13.22
2nd insertion ............................................................ $8
3rd insertion ............................................................... $7

National Classified Display
Commissionable rates
Daily ............................................................. $40.83/col. in.
Sunday .......................................................... $55.13pci
30-day posting on centralCTjobs.com ............. $159.00
Supersized ($109), Featured ($30) and Priority ($30 ) listings also available

Legal Notice Rates
Non-contract, transient line rates. Rate per line, per insertion
Daily ........................................................................ $2.32
Sunday ....................................................................... $2.78
Liquor Permit (to meet legal requirements) ........ $85.72
Add $4.50 per day for website

Probate Court Notices
Notice of hearing/Notice to creditors. Must be prepaid
Rate per insertion: .............................................. $50.00
Add $4.50 per day for website

Foreclosure/Public Auction Notice
Must be prepaid. Rate per insertion
2 col. x 6” ad (with picture) .......................... $302.09
Per additional inch .............................................. $25.18
Notarized affidavits are $10 upon request of legal advertisers
Classified ads in:

NEWINGTON TOWN CRIER

Non-Contract, Transient Line Rates
(3 line minimum)
Friday
Rate per line
1 .......................................................... $4.90 2 ........................................................ $3.86
3 .......................................................... $3.57 4 ........................................................ $3.35
5 ........................................................ $3.17 6 ........................................................ $3.12

Add additional $5.50 per week online

Help Wanted
Non-Contract, Transient Line Rates (3 line minimum)
Rate per line
1 ...........................................................$6.83 2  .............................................................................$5.72
3 ........................................................................ $4.40 4 .................................................................... $4.08
5 ........................................................................ $3.99 6 ..................................................................... $3.78
Display ......................................................................................................................................................................................$27.22/col. in.
30 day posting on centralCTjobs.com .........................................................................................................................................$159.00

Supersized, Featured and Priority listings also available

Private Party Merchandise
includes website
3 lines, 7 days, starting at .................................................................................................................................................................. $17.59
Additional lines......................................................................................................................................................................................$2.10

Tag Sale includes website
1 week/4 lines .......................................................................................................................................................................................$18.48
Additional lines......................................................................................................................................................................................$2.10

Legal Notice Rates
Non-contract, transient line rates. Rate per line, per insertion.
1 time .......................................................................................................................................................................................................$0.99
Add additional $4.25 per week online

Probate Court Notices
Notice of hearing/Notice to creditors. Must be prepaid.
Rate per insertion.................................................................................................................................................................................$51.32

Liquor Permits
Published twice.
Must be prepaid
2 insertions .........................................................................................................................................................................................$101.46

Here’s My Card
4 weeks.................................................................................................................................................................................................$124.95

Home Improvement Directory
Maximum 50 words
4 weeks...................................................................................................................................................................................................$89.25
MONTHLY AUDIENCE
BristolPress.com
660,730 pageviews
285,000 total visitors
157,634 unique visitors

NewBritainHerald.com
540,000 pageviews
233,853 total visitors
128,974 unique visitors

POSITION 1-5:
100,000+ impressions
$9.00 per 1,000
50,000 impressions
$10.00 per 1,000

POSITION 6-8:
100,000+ impressions
$7.00 per 1,000
50,000 impressions
$8.00 per 1,000

Discount: 40% off 2nd website

1. Top Leaderboard
   728 x 90

2. Half Banner
   230 x 90

3. Half Banner
   230 x 90

4. Medium Rectangle
   300 x 250

5. In-Story
   300 x 250
   (in the middle of content)

6. Middle Leaderboard
   468 x 90

7. Skyscraper
   160 x 600

8. Bottom Leaderboard
   728 x 90
## AVAILABLE DISCOUNTS:

1. **40% OFF second website** —— Bristol and New Britain
2. **50% OFF Newington or Wethersfield** when buying Bristol or New Britain
3. **50% OFF second website** —— Newington
4. Buy all 4 and get **30% OFF total**

### MONTHLY AUDIENCE

- **BristolPress.com**
  - 669,000 pageviews
  - 235,000 total visitors
  - 78,000 unique visitors

- **NewBritainHerald.com**
  - 419,000 pageviews
  - 159,000 total visitors
  - 63,000 unique visitors

### Rate Card | Effective 1.1.16

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD SIZE</th>
<th>PER MONTH ($)</th>
<th>PER MONTH ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>900</td>
<td>200</td>
</tr>
<tr>
<td>Half Banner</td>
<td>230 x 90</td>
<td>550</td>
<td>100</td>
</tr>
<tr>
<td>Medium Rectangle/In-Story</td>
<td>300 x 250</td>
<td>650</td>
<td>150</td>
</tr>
<tr>
<td>In-Story</td>
<td>300 x 250</td>
<td>675</td>
<td>150</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>525</td>
<td>200</td>
</tr>
<tr>
<td>Middle Leaderboard</td>
<td>468 x 90</td>
<td>550</td>
<td>100</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>728 x 90</td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>
SLIDING BILLBOARD WITH PENCIL DELIVERS A HIGH-IMPACT PREMIUM PLACEMENT

• Billboard ad (960x300-pixels) displays expanded for approx. 5 seconds pushing content down to present advertiser’s marketing message

Pencil Ad keeps your advertising message in front of users

Pencil Ad (960x30-pixels) is fixed throughout the day

ADVERTISER WILL RECEIVE:
- 100% share of voice • 24 hours starting at 12:01 am
- Exclusive to advertiser message

Daily Rate: $200
Weekend Rate*: $300
Five Days**: $700

* Weekend Campaigns: Rate includes Saturday and Sunday. Same creative will run for both days.
** Same creative will run for 5 days

Call your advertising representative today!

The Bristol Press 860-584-0501
NEW BRITAIN HERALD 860-225-4601
NEWINGTON TOWN CRIER 860-225-4601

Your community. Every day.
BACKGROUND WALLPAPER AD DELIVERS A HIGH IMPACT PREMIUM PLACEMENT

Advertiser will receive:
- 100% share of voice
- 24 hours starting at 12:01 am
- Exclusive to advertiser message
- Link to website or landing page

Daily Rate: $200
Weekend Rate*: $300
Five Days**: $700

* Weekend Campaigns: Rate includes Saturday and Sunday. Same creative will run for both days.
** Same creative will run for 5 days

Call your advertising representative today!

The Bristol Press 860-584-0501
NEW BRITAIN HERALD 860-225-4601
NEWINGTON TOWN CRIER 860-225-4601

Your community. Every day.
HIGH-VISIBILITY E-MAIL ALERTS

DAILY RUNDOWN OF TOP HEADLINES BREAKING NEWS WHEN BIG NEWS HAPPENS

Your ad here

Sponsor Banner (590x98 pixels)
1 day $99.00
2 days $79.00 per day
3 days $59.00 per day

Ad Block (160x300 pixels)
$49.00 per day

YOU DETERMINE THE DAYS THAT MEET YOUR NEEDS

Call your account rep today for more details, or call Gary Curran at (860) 225-4601, gcurran@centralctcommunications.com

The Bristol Press
BristolPress.com

NEW BRITAIN HERALD
NewBritainHerald.com

5 GREAT BENEFITS:
1. Powerful
2. Relevant
3. Consumers
4. Profitable
5. Versatile

Plus twice the click through rate as traditional online advertising

**TOP LEADERBOARD**
- 20,000 impressions
- $14 cost per 1,000
- 10,000 impressions
- $16 per 1,000

**BOTTOM LEADERBOARD**
- 20,000 impressions
- $10 cost per 1,000
- 10,000 impressions
- $11 per 1,000

**Monthly Rate**
(rotates through all sections)
- Top $450
- Bottom $300
- Discount: 30% to add
- 2nd mobile website.

**Top Leaderboard 1**
- 300x50

**Top Leaderboard 2**
- 300x50

**Bottom Leaderboard**
- 300x50

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**NEW BRITAIN HERALD**
860-225-4601 • NewBritainHerald.com
1 Court Street • New Britain, CT 06050
Fax: 860-229-5718
info@NewBritainHerald.com

**THE BRISTOL PRESS**
860-584-0501 • BristolPress.com
188 Main Street • Bristol, CT 06010
Fax: 860-584-2192
info@BristolPress.com

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**NEWINGTON TOWN CRIER**
860-584-0501 • BristolPress.com
188 Main Street • Bristol, CT 06010
Fax: 860-584-2192
info@BristolPress.com

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**PRIME TIME CONNECTICUT**
860-225-4601 • NewBritainHerald.com
1 Court Street • New Britain, CT 06050
Fax: 860-229-5718
info@NewBritainHerald.com
Free distribution at over 300 specific locations just where you want to be.

A monthly publication reaching the active seniors and their children in Central Connecticut.

Frequency (months)  
1x  3x  6x  12x
Discount  5%  10%  20%

PRINT
Inch rate  23.00  21.85  20.70  18.40
Modular  
Inches Disc.
Full Page  54  20%  989  940  890  791
Half Page  27  13%  538  511  484  430
Quarter Page  14  8%  284  270  256  227
Eighth Page  7  5%  154  146  139  123
Business Card  4  92  87  83  74

FULL-PAGE PREMIUM POSITIONS
Back page (includes color)  1,632  1,550  1,469  1,305
 Pages 2, 3 and inside back cover  1,360  1,292  1,224  1,088

OTHER PREMIUM POSITIONS
Table of contents (half page V/H)  592  562  532  473
Cover peel-off sticker  Pricing on request

COLOR 10% PREMIUM (EXCEPT WHERE NOTED)

Contact your account executive or publisher Michael Schroeder at (860) 225-4601 or mschroeder@centralctcommunications.com
POLISH EDITION

Devoted to covering the news in one of the city’s most important communities. This pull-out section in the center of the paper every Wednesday will include news of interest to Poles in and out of the city, along with features covering the schools, businesses and sports of the area. The Polish Edition will be delivered through the impact of the area’s only community daily newspaper and web site.

Copies of the paper will be distributed throughout Central Connecticut, with PAID home delivery circulation in New Britain, Berlin, Kensington, Newington, Plainville and Southington.

RATES $6.99 per column inch

Full page: .......................................................... $249
Half page: .......................................................... $169
Quarter page: ...................................................... $89
Business card (2 columns x 2”) ............................... $39

- Strip on front page of pullout (5 col. x 2 “): $169
- 25% premium for full color ($30 minimum)

DEADLINES
Reservation and copy deadline:
5 p.m. Friday before publication
### Retail
- 1 col. 1.83”
- 2 col. 3.79”
- 3 col. 5.75”
- 4 col. 7.71”
- 5 col. 9.67”
- FD = 10.75

### Classified
- 1 col. 1.1”
- 2 col. 2.27”
- 3 col. 3.44”
- 4 col. 4.61”
- 5 col. 5.78”
- 6 col. 6.95”
- 7 col. 8.12”
- 8 col. 9.28”

### Leave Behind
- 8” x 10 1/2”

### Slip Sheets
- (Printing Area)
- 7 13/16” x 10 7/16”

### Rack Cards
- (Printing Area)
- 10.5” x 16.25”

### Real Estate
- BB (Billboard or Showcase)
  - 4.75” x 3.5”
- TS (Topspot)
  - 6.75” x 3.5”

### Double Truck
- 20.3” x 10.7”

### Dining Guide
- 7” x 9.5” FULL
- 7” x 4.62” HALF
- 3.43” x 4.62” QTR

### Broadsheet Wrap
- Full Page
  - 11” (6 col.) x 20”
- 1/2 Page Vertical
  - 5.4” (3 col.) x 20”
- 1/2 Page Horizontal
  - 11” (6 col.) x 9.85”
- 1/4 Page
  - 5.4” (3 col.) x 9.85”
- 1/8 Page
  - 5.4” (3 col.) x 4.85”

### Measurements
- 1/16 .......... .0625
- 1/8 .......... .1250
- 3/16 .......... .1875
- 1/4 .......... .2500
- 5/16 .......... .3125
- 3/8 .......... .3750
- 7/16 .......... .4375
- 1/2 .......... .5000
- 9/16 .......... .5625
- 5/8 .......... .6250
- 11/16 .......... .6875
- 3/4 .......... .7500
- 13/16 .......... .8125
- 7/8 .......... .8750
- 15/16 .......... .9375

### Classified Unit Sizes
- Full Page
  - 9.67” (5 columns) x 10.75”
- 1/2 Page Vertical
  - 4.78” x 10.75”
- 1/2 Page Horizontal
  - 9.67” x 5.25”
- 1/3 Page Horizontal
  - 9.67” x 3.5”
- 1/4 Page
  - 4.78” x 5.25”
- 1/8 Page
  - 4.78” x 2.5”
- 1/18 Page
  - (Business Card Size)
  - 3.15” x 1.71” or 1.7 col. x 1.71

### Coupon Unit Sizes
- One coupon
  - 4.78” x 1.75”
- Two coupons
  - 4.78” x 3.5”
- Three coupons
  - 4.78” x 5.25”

### Strip Ads Weeklies
- Top Strip:
  - 5.75” x 2.32”
- Side Strip:
  - 1.83” x 4.38”
- Bottom Strip:
  - 5.75” x 2”

### Dailies
- Top Strip:
  - 4.78” x 1.5”
- Bottom Strip:
  - 9.67” x 2”

### Video News
- 320 x 240

### Video Polish
- 280 x 216

### Business Cards
- Weeklies
  - 3.14” x 1.91”

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**BRISTOL PRESS • NEW BRITAIN HERALD • AD SIZES**