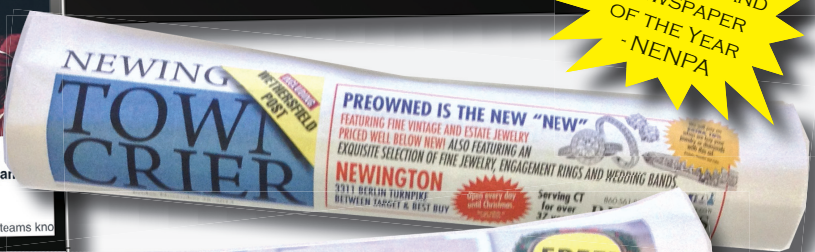


# MULTIMEDIA SOLUTIONS

## ...multiply your success!



2010  
NEW ENGLAND  
NEWSPAPER  
OF THE YEAR  
- NENPA

2012  
NEW ENGLAND  
NEWSPAPER  
OF THE YEAR  
- NENPA

## Central Connecticut Communications

NEW BRITAIN HERALD **The Bristol Press** NEWINGTON **TOWN CRIER**

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

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

info@CentralCtCommunications.com  
CONNECTICUT  
**PRIME TIME**  
info@CentralCtCommunications.com

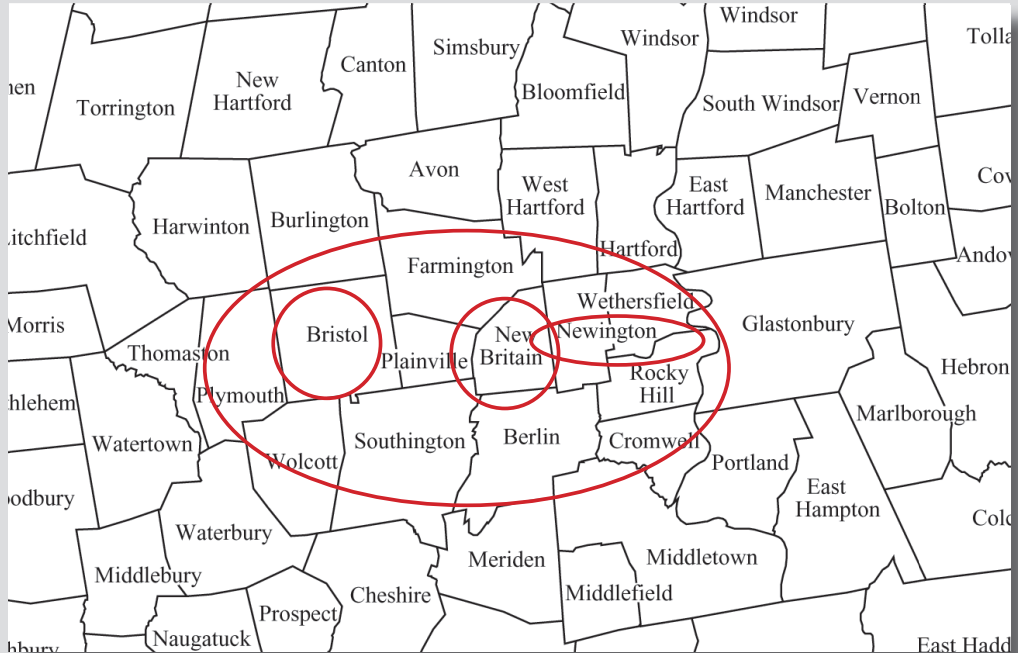
# Multimedia Solutions

coverage area  
Rate Card | Effective 1.1.18

Covering the  
Heart of  
Central  
Connecticut



Print.  
Online.  
Mobile.



## 2018 NATIONAL ADVERTISING RATES

### Open Rate (per column inch)

The Bristol Press.....	\$36.78
New Britain Herald.....	\$36.78
Weekend .....	\$49.66
2-daily combo .....	\$55.17
Newington Town Crier.....	\$18.20
All-paper combo.....	\$61.10

### Front Page Strip 6 col x 2"/Sky 6 col x 1.25"/Sidebox 1 col x 2"

The Bristol Press... \$460/\$460/\$199	New Britain Herald .....	\$460/\$460/\$199
Weekend .....		\$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 6 col x 2"

The Bristol Press.....	\$382
New Britain Herald.....	\$382
2-daily combo .....	\$577
Weekend .....	\$517
Newington Town Crier (Back Page If Available)..	\$149

### Any Other Section Strip

The Bristol Press.....	\$337
New Britain Herald.....	\$337
Weekend .....	\$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"**

## 2018 RETAIL ADVERTISING RATES

### Open Rate (per column inch)

The Bristol Press.....	\$28.50
New Britain Herald.....	\$28.50
Weekend .....	\$38.78
2-daily combo .....	\$42.75
Newington Town Crier.....	\$12.00
All-paper combo.....	\$51.44

### Front Page Ads

The Bristol Press strip (10"x2").....	\$399
New Britain Herald strip (10"x2").....	\$399
Weekend .....	\$539
2-daily combo strip (M-Sat).....	\$599
Left Rail Daily (1x6.5").....	\$399
Left Rail Weekend.....	\$539
Top strip Daily (10" x .4375").....	\$299
Top strip Weekend (10" x .4375").....	\$399

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

### Back Page/Sports Strip Ads

The Bristol Press.....	\$299
New Britain Herald.....	\$299
Weekend .....	\$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
Weekend .....	\$359
2-daily combo .....	\$399
All Paper Combo.....	\$519

### Newington Town Crier Front Page Strip Ads

	TOP	SIDE	BOTTOM
NTC.....	\$167.....	\$119.....	\$145.....
	(5.932"x2")	(1.864"x4.75")	(5.932"x2")

**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
Weekend .....	\$30.78
2-daily combo .....	\$34.20
Newington Town Crier.....	\$8.64
All-paper combo.....	\$38.56

### Ad Sizes

#### ROP Column widths:

1 col.....	1.525"
2 col.....	3.22"
3 col.....	4.915"
4 col.....	6.61"
5 col.....	8.305"
6 col.....	10"

#### Classified Col. widths:

1 col.....	1.142"
2 Col.....	2.408"
3 col.....	3.673"
4 col.....	4.938"
5 col.....	6.204"
6 col.....	7.469"
7 col.....	8.734"
8 col.....	10"

#### Tabloid/Modular sizes:

Full Pg.....	10"x10"
1/2 Pg Vert.....	4.915"x10"
1/2 Pg Hor.....	10"x4.915"
1/4 Pg.....	4.915"x4.915"
1/8 Pg.....	4.915"x2.372"
1/15 (Bus. Card) ..	3.22"x1.864"

Full Pg depth..... 10"



# Multimedia Solutions

# classified advertising rates

Rate Card | Effective 1.1.18

### Classified Hours:

Monday - Friday 8:00 am-5:00 pm

### Phone:

860-229-8687

Fax Number: 860-225-2611

### CLASSIFIED DEADLINES

DAILY: Line ads Tuesday-Weekend due the day prior by 3:00 p.m.

Line ads Weekend & Monday due Friday by 3:00 p.m.

Classified display ads due 2 business days prior by 5:00 p.m.

## NEW BRITAIN HERALD or BRISTOL PRESS

### Non-contract, transient line rates

(3-line minimum)

	Press or Herald	2-Paper Combo	Weekend Edition
1-3 Days.....	\$5.87	\$8.81	\$12.81
4-6 Days.....	\$4.38	\$6.57	\$7.81
7-13 Days.....	\$4.05	\$6.08	\$6.91
15-29 Days.....	\$3.15	\$3.78	\$6.38

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

### Help Wanted

### Non-contract, transient line rates

(3 line minimum)

	Press or Herald	2-Paper Combo	Weekend Edition
1-3 Days.....	\$7.02	\$10.54	\$15.34
4-6 Days.....	\$4.19	\$6.29	\$9.24
7-13 Days.....	\$3.84	\$5.94	\$8.32
15-29 Days.....	\$3.37	\$5.21	
30+ Days.....	\$2.45	\$3.76	

Display .... \$27.22/col. in.      Weekend..... \$40.39/col. in.  
30 day posting on CTjobs.com.....\$149

### Private Party Merchandise 3-10-25

3 lines, 10 days, starting at .....\$25  
Additional lines..... \$2.50  
Includes website

### Tag Sale Special

3 lines, 3 days (Thursday, Friday & Weekend)..... \$23.55  
Additional lines.....\$5.00  
Includes website

### 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.  
Weekend ..... \$55.13pci  
30-day posting on CTjobs.com ..... \$159.00

### Legal Notice Rates

Non-contract, transient line rates. Rate per line, per insertion  
Daily ..... \$2.32  
Weekend ..... \$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

NEW BRITAIN HERALD *The Bristol Press* NEWINGTON **TOWN CRIER**

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

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

info@CentralCtCommunications.com  
CONNECTICUT  
**PRIME TIME**  
info@CentralCtCommunications.com

Classified ads in:

## NEWINGTON

### 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

# Multimedia Solutions

online display advertising  
Rate Card | Effective 1.1.18

## MONTHLY AUDIENCE

BristolPress.com  
1,365,397 pageviews  
113,077 unique visitors

NewBritainHerald.com  
801,900 pageviews  
71,365 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)

The screenshot shows the website layout with ads in the top right, middle of the article, and bottom right.

6. Middle Leaderboard  
468 x 90

7. Skyscraper  
160 x 600

8. Bottom Leaderboard  
728 x 90

This screenshot shows the full website layout with ads in the top banner, sidebar, middle of the page, and bottom banner.

NEW BRITAIN HERALD **The Bristol Press** NEWINGTON TOWN CRIER

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

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

info@CentralCtCommunications.com  
CONNECTICUT  
**PRIME TIME**  
info@CentralCtCommunications.com



# 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**

**Call your  
 advertising  
 representative  
 today!**

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

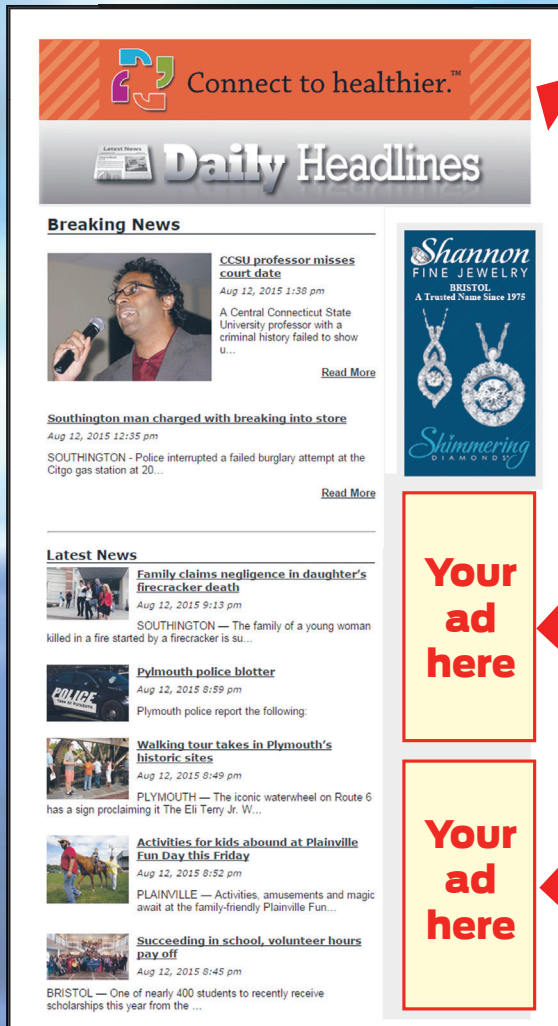
**The Bristol Press**  
 860-584-0501

**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**

**Sponsor Banner (590x98 pixels)**

**1 day \$99<sup>00</sup>  
2 days \$79<sup>00</sup> per day  
3 days \$59<sup>00</sup> per day**

**Ad Block (160x300 pixels)  
\$49<sup>00</sup> 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

**In print. Online. On your phone. Everywhere you live.**



# CONNECTICUT

# PRIME TIME

**Free distribution at over 300 specific locations just where you want to be.**



**REACH OVER 10,000 PEOPLE LOOKING FOR THINGS TO DO AND ADVICE ON HOW TO HANDLE THEIR LIVING, HEALTH, AND FINANCIAL NEEDS - WITH ARTS AND ENTERTAINMENT IDEAS, TOO.**

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

	Frequency (months)		1x	3x	6x	12x
<b>PRINT</b>		Discount		5%	10%	20%
Inch rate			23.00	21.85	20.70	18.40
<b>Modular</b>	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](mailto:mschroeder@centralctcommunications.com)**

**The Bristol Press**

**NEW BRITAIN HERALD**

**Your community. Every day.**





# BRISTOL PRESS • NEW BRITAIN HERALD • AD SIZES

## RETAIL

1 col. 1.525"  
2 col. 3.22"  
3 col. 4.915"  
4 col. 6.61"  
5 col. 8.305"  
6 col. 10"

## CLASSIFIED

1 col. 1.142"  
2 col. 2.408"  
3 col. 3.673"  
4 col. 4.938"  
5 col. 6.204"  
6 col. 7.469"  
7 col. 8.734"  
8 col. 10"

## LEAVE BEHINDS

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)**

4.915" x 3.25"

**TS (Topspot)**

7" x 3.25"

## DOUBLE TRUCK

21" x 10"

## DINING GUIDE

7" x 9.5" FULL  
7" x 4.62" HALF  
3.43" x 4.62" QTR  
9.5" x 14.75" DT

## BROADSHEET WRAP

### FULL PAGE

(6 col.) 10" x 21"

### 1/2 PAGE VERTICAL

(3 col.) 4.915" x 21"

### 1/2 PAGE HORIZONTAL

(6 col.) 10" x 10.415"

### 1/4 PAGE

(3 col.) 4.915" x 10.415"

### 1/8 PAGE

(3 col.) 4.915" 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

## BUSINESS CARDS WEEKLIES

(2 col.) 3.22" x 1.864"

## VIDEO NEWS

320 x 240

## VIDEO POLISH

280 x 216

## TABLOID Unit Sizes

### FULL PAGE

(6 col.) 10" x 10"

### 1/2 PAGE VERTICAL

(3 col.) 4.915" x 10"

### 1/2 PAGE HORIZONTAL

(6 col.) 10" x 4.915"

### 1/4 PAGE

(3 col.) 4.915" x 4.915"

### 1/8 PAGE

(3 col.) 4.915" x 2.372"

### BUSINESS CARD 1/15 PAGE

(2 col.) 3.22" x 1.864"

## STRIP ADS DAILIES

### BOTTOM STRIP:

(6 col.) 10" x 2"

### Side Strip:

(1.2 col.) 1.864" x 3"

or

(1.2 col.) 1.864" x 5.5"

## STRIP ADS WEEKLIES

### TOP & BOTTOM STRIP

(3.6 col.) 5.932" x 2."

### SIDE STRIP:

(1.2 col.) 1.864" x 4.75"