

local rate card 2014

MULTIMEDIA SOLUTIONS

...multiply your success!

The collage includes:

- The Bristol Press**: A print edition showing a group photo with Santa, a headline about a snow day, and an advertisement for CRI Therapeutic Care & Assess.
- New Britain Herald**: A print edition featuring an article about an apartment makeover at Huntington Woods.
- Mobile Websites**: Screenshots of the Bristol Press and New Britain Herald websites.
- Facebook Pages**: Screenshots of the Bristol Press and New Britain Herald Facebook pages.
- Twitter Feeds**: Screenshots of the Bristol Press and New Britain Herald Twitter feeds.
- YouTube Videos**: Screenshots of video content on the Bristol Press website.
- Mobile App**: A screenshot of the Bristol Press mobile app interface.
- Deals Page**: A screenshot of the New Britain Herald deals page titled "DEAL OF THE DAY".

2012 NEW ENGLAND NEWSPAPER OF THE YEAR - NENPA

2013 NEW ENGLAND NEWSPAPER OF THE YEAR - NENPA

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

NEWINGTON TOWN CRIER
info@CentralCtCommunications.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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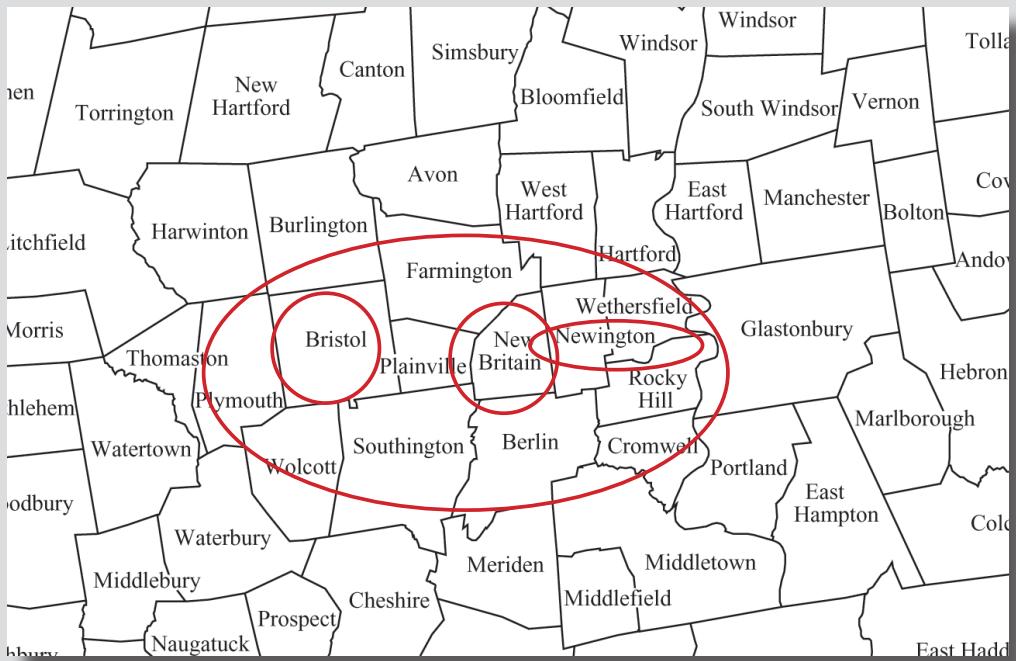
coverage area

Rate Card | Effective 1.1.14

Covering the Heart of Central Connecticut



**Print.
Online.
Mobile.**



NEW BRITAIN HERALD

Volume 11, Number 11

860-225-4601 • NewBritainHerald.com

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2014 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

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
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 (5,000 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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local

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2014 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.....	\$399
New Britain Herald strip	\$399
Sunday Herald Press strip	\$539
2-daily combo strip (M-Sat).....	\$599
Left Rail Daily (1x6.5")	\$399
Left Rail Sunday	\$539
Top strip Daily (9.625" x .4375")	\$299
Top strip Sunday (9.625" 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
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

Weekly Front Page Strip Ads

Newington Town Crier

	TOP	SIDE	BOTTOM
NTC.....	\$167.....	\$119.....	\$145.....

Guaranteed position 25% premium.

Color is 20% additional; minimum \$60.

Add \$60 for color in each additional publication.

Preprints Per 1,000 (5,000 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

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classified
advertising rates

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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-Saturday due the day prior by 4:30 p.m.
Line ads Sunday & Monday due Friday by 4 p.m.
Classified display ads Monday-Saturday 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	Sunday Herald Press
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. Sunday \$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	Sunday Herald Press
1-3 Days.....	\$7.02	\$3.52	\$15.34
4-6 Days.....	\$4.19	\$2.10	\$9.24
7-13 Days.....	\$3.84	\$2.10	\$8.32
15-29 Days.....	\$3.37	\$1.84	
30+ Days.....	\$2.45	\$1.31	

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

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 & Saturday) \$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.
Sunday..... \$55.13/pci
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

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classified
advertising rates
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CENTRAL CONNECTICUT WEEKLIES

Classified ads appear 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

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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

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 second website

online display advertising
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1. Top Leaderboard
728 x 90
2. Weather Sponsor
200 x 35
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
Homepage
728 x 90
Sections
468 x 90
7. Skyscraper
160 x 600
8. Bottom Leaderboard
728 x 90



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monthly online
display rates

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NEW BRITAIN HERALD
The Bristol Press

NEWINGTON TOWN CRIER
WETHERSFIELD
ROCKY HILL **POST**

	AD SIZE	PER MONTH	PER MONTH
Top Leaderboard	728 x 90	\$900	\$200
Weather Sponsor	200 x 35	\$425	\$75
Half Banner	230 x 90	\$550	\$100
Medium Rectangle/In-Story	300 x 250	\$650	\$150
In-Story	300 x 250	\$675	\$150
Skyscraper	160 x 600	\$525	\$200
Middle Leaderboard/Homepage	728 x 90	\$550	\$100
Middle Leaderboard Section	468 x 90	\$125	\$50
Bottom Leaderboard	728 x 90	\$400	\$100

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

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 and Wethersfield
4. Buy all 4 and get 30% OFF total

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mobile marketing

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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

MIDDLE LEADERBOARD

20,000 impressions
\$12 cost per 1,000
10,000 impressions
\$13 per 1,000

BOTTOM LEADERBOARD

20,000 impressions
\$10 cost per 1,000
10,000 impressions
\$11 per 1,000

:15 PRE-ROLL

\$199 per month

Top Leaderboard
300x50



Middle Leaderboard
300x50



Local Headline News
:15 Pre-roll

Bottom Leaderboard
300x50

Monthly Rate (rotates through all sections)

Top \$450, Middle \$350, Bottom \$300. Discount: 30% to add 2nd mobile website.

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polish edition
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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 columns x 2"): \$169
- 25% premium for full color (\$30 minimum)



Maggie Slysz



DEADLINES

Reservation and copy deadline: 5 p.m. Friday before publication

WEEKLY LOCAL HEADLINE POLISH NEWS

New Every Wednesday on www.NewBritainHerald.com/Polish

SPONSORSHIP INCLUDES:

- Mention your place of business BEFORE she does the news
- Mention your place of business AFTER she does the news
- Creation of a 15 second commercial
- We will run a weekly ad in the New Britain Herald Polish Edition saying that you are a sponsor
- You will receive an online ad position of your choice on www.NewBritainHerald.com/Polish which can link to your website, facebook page or an informational page

SPONSORSHIP SPECIAL RATE: \$299.00 per month

POLISH PAGE ONLINE MONTHLY RATE:

Top Leaderboard	\$95	Half Banner	\$70
Medium Rectangle	\$75	Skyscraper	\$90
Bottom Leaderboard	\$60		

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