

6. GROUP COMBINATION RATES

RECRUITMENT ADVERTISING AGENCY RATES

14 lines per inch. 3 lines minimum.
 Display ads must be at least 56 lines (4 inches) and as many inches deep as columns wide.
 Rates are 15% commissionable to recognized advertising agencies.
 Rates are per line per day. Multiple insertions must run within a 7-day period.

2-Day Combo Rates are for Sunday Classified and one other day within a 7 day period.

3-56 Lines: \$30.43

57-168 Lines: \$27.71

169-392 Lines: \$26.01

393 Lines or more: \$23.79

One Day Rates: \$28.49 Daily, \$32.52 Sunday

The above rates include the New Haven Register and Yahoo! HotJobs for 30 days.

7. COLOR RATES & DATA

Minimum Space Requirement: 20 col. inches.
 Available every day of the week, including Sunday.

| | DAILY | SUNDAY |
|-------------------------|--------------|---------|
| 1 Color and black..... | \$1,182..... | \$1,208 |
| 3 Colors and black..... | \$1,722..... | \$1,796 |

8. CLOSING TIMES

| PUBLICATION DAY | LINE ADS DEADLINE | DISPLAY DEADLINE |
|-----------------|---------------------|---------------------|
| Sunday | 4:30 p.m. Friday | 5:00 p.m. Wednesday |
| Monday | 6:00 p.m. Friday | 5:00 p.m. Thursday |
| Tuesday | 4:30 p.m. Monday | 5:00 p.m. Friday |
| Wednesday | 4:30 p.m. Tuesday | 5:00 p.m. Monday |
| Thursday | 4:30 p.m. Wednesday | 5:00 p.m. Tuesday |
| Friday | 4:30 p.m. Thursday | 5:00 p.m. Wednesday |
| Saturday | 11:00 a.m. Friday | 5:00 p.m. Wednesday |

No proof ads accepted 24 hours after above deadlines.

Legal advertising deadlines are one day in advance of deadlines for Line Ads.

RECRUITMENT ADVERTISING AGENCY DEADLINES FOR SUNDAY

| | |
|---------------------|--------------------|
| Space Reservations: | 5:00 p.m. Thursday |
| PDF's: | Noon Friday |
| Line Ads: | 3:00 p.m. Friday |

9. MECHANICAL MEASUREMENTS

| | Points | Inches |
|-------------|----------|--------|
| 1 col..... | 82..... | 1.14 |
| 2 col..... | 169..... | 2.34 |
| 3 col..... | 256..... | 3.55 |
| 4 col..... | 343..... | 4.76 |
| 5 col..... | 430..... | 5.97 |
| 6 col..... | 517..... | 7.18 |
| 7 col..... | 604..... | 8.39 |
| 8 col..... | 691..... | 9.60 |
| 9 col..... | 778..... | 10.80 |
| 10 col..... | 865..... | 12.00 |

10. CIRCULATION AND READERSHIP

CIRCULATION (Net Paid)

| | |
|--------------------------|---------------------------|
| DAILY 81,851 | SUNDAY 88,757 |
| DAILY READERS 231,400 | SUNDAY READERS 257,600 |

For the past two years the Hartford-New Haven DMA has ranked 1st in the nation for daily newspaper readership.†

Sources:

ABC Audit Report, September 30, 2006

- a) Member of Audit Bureau of Circulations (ABC)
- b) Established publication since 1812
- c) Published mornings & Sundays including holidays
- d) Single Copy Prices: M-Sat. 75¢, Sun. \$1.75

ELECTRONIC FILE REQUIREMENTS

When sending ads electronically, please be sure to embed fonts on all PDF files. Check Distiller Preferences for embedding fonts.

When sending disks/CD's, please be sure to include all fonts, images and documents.

Attach photos in JPEG format.

Classified Production Email: classified@nhregister.com

HOW TO PLACE A CLASSIFIED AD

CALL: (203) 777-FAST or 1-877-872-FAST
 Monday-Friday, 8 a.m. to 6 p.m.
 Sunday 4 p.m. to 6 p.m.

Fax: (203) 865-8360

EMAIL: classifiedads@nhregister.com

ONLINE: Place your ad from our Web site
www.NHRegister.com

VISIT US at our Long Wharf Office
 40 Sargent Drive, New Haven, CT 06511
 Monday-Friday 8:00 am-5:30 pm

MAIL: New Haven Register Classified
 40 Sargent Drive, New Haven, CT 06511

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