

New Haven Register

40 Sargent Drive • New Haven, CT 06511
 Phone 203.789.5200 • 800.925-2509
 Fax 203.789.5770 • www.NewHavenRegister.com

National Advertising Rates – Continued

7. COLOR RATES & DATA

Minimum size accepted: 28 column inches.
 Available every day in the week, including Sunday.

	<u>DAILY</u>	<u>SUNDAY</u>
1 Color and Black.....	\$2,360.....	\$2,480
3 Color and Black.....	\$3,535.....	\$3,675

8a. INSERTS

<u>Pages (Tabloid Size)</u>	<u>Gross CPM</u>
2 pages.....	\$75.60
4 pages.....	\$80.00
6 pages.....	\$83.00
8 pages.....	\$87.25
10 pages.....	\$97.75
12 pages.....	\$107.00
14 pages.....	\$126.00
16 pages.....	\$127.00
18 pages.....	\$135.50
20 pages.....	\$141.75
24 pages.....	\$149.00
28 pages.....	\$154.25

10. SPECIAL SERVICES

- a. CREATIVE SERVICES - Layout & design by professional artists provided at no charge.
- b. MARKETING DEMOGRAPHICS - Our professional Research Department, with the aid of your national representative, can provide in-depth market and reader demographics for your advertising campaign.
- c. TEARSHEETS - Mailed weekly or monthly upon request.
- d. VELOXES - Electronic or hard copies of your advertisement are available for a nominal fee.
- e. CO-OP - Assistance with researching available co-op funds and processing co-op claims.

12. ROP DEPTH REQUIREMENTS

- a. ROP BROADSHEET PAGE
 - 6 columns wide x 21" deep
 - Ads over 19" in depth are billed at 21"
- b. ROP TABLOID PAGE
 - 5 columns wide x 11½" deep

13. CONTRACT AND COPY REGULATIONS

For any contract rate to be in force, the Publisher must have on file a duly authorized and accepted contract in advance of publication.

14. CLOSING TIMES

DEADLINE COPY WITH PROOF

Monday.....	Thursday, 5 PM
Tuesday.....	Thursday, 5 PM
Wednesday.....	Friday, 5 PM
Thursday.....	Monday, 5 PM
Friday.....	Tuesday, 5 PM
Saturday.....	Wednesday, 5 PM
Sunday Early Run.....	Tuesday, 5 PM
Sunday Main.....	Wednesday, 5 PM

No proof ads accepted 24 hours after above deadlines.

15. MECHANICAL MEASUREMENTS

ROP DISPLAY COLUMNS	COLUMN WIDTH INCHES
1.....	1.56
2.....	3.22
3.....	4.89
4.....	6.56
5.....	8.22
6.....	9.89

Full Standard Page: 9.89" wide x 20" deep.
 Double Truck: 20.295" wide x 20" deep.

17. CLASSIFIED RATES

See our 2011 Classified Rate Card.