

New Haven Register

40 Sargent Drive • New Haven, CT 06511
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Retail Advertising Rates – Continued

2. 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.

3. 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.

4. 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 sales 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 for a nominal fee.
- e. CO-OP - Assistance with researching available co-op funds and processing co-op claims.

	OPEN RATE Sunday	OPEN RATE Daily
Broadsheet		
Skybox	\$3,000.00	\$2,000.00
Front Page Banner		
<i>includes full color</i> ..	\$4,314.00	\$3,722.00
Section Front Banner		
<i>includes full color</i> ..	\$4,085.60	\$3,495.00
DbITruck Broadsheet	\$33,072.00	\$25,610.00
Full Page	\$15,264.00	\$11,820.00
3/4 Page	\$11,448.00	\$8,865.00
1/2 Page	\$7,632.60	\$5,910.00
2/5 Page	\$6,105.60	\$4,728.00
1/3 Page	\$5,088.00	\$3,940.00
1/4 Page	\$3,816.00	\$2,955.00
1/5 Page	\$3,052.00	\$2,364.00
1/6 Page	\$2,544.00	\$1,970.00
3/20 Page	\$2,289.60	\$1,773.00
1/8 Page	\$1,908.00	\$1,477.50
1/10 Page	\$1,526.40	\$1,182.00
1/12 Page	\$1,272.00	\$985.00
2/30 Page	\$1,017.60	\$788.00
1/16 Page	\$954.60	\$738.75
1/20 Page	\$763.20	\$591.00
1/30 Page	\$508.80	\$394.00
1/40 Page	\$381.60	\$295.50
1/60 Page	\$254.40	\$197.00

REPEAT DISCOUNTS

To qualify for Repeat Discounts:

- 1) Pick-up discounts from Sunday run: Ad must publish Sunday at regular Sunday rate. 1st pick-up: **30%** off, 2nd through 6th pick-up (within 6 days following the Sunday ad) **60%** off.
- 2) Pick-up discounts from daily run: 1st pick-up: **25%** off, 2nd through 5th pick-up (ad repeated within one Mon.-Sat. time frame) **50%** off.
- 3) The ad must be picked up. No changes may be made to copy (including camera ready ads).
- 4) The ad must be scheduled as a pick-up at the time of the initial order.
- 5) Only one form of discount can be used.
- 6) Pick-up discounts do not apply to color charges, multiple-advertiser pages and holiday rates.

5. 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