

New Haven Register

NewHavenRegister.com

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PERSONNEL

Publisher: Tom Wiley
VP Advertising: Paul Provost
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Classified Sales Manager: Mary Federico
Preprint Coordinator: Karen Pekari

PREPRINT ADVERTISING RATES

Effective
July 1, 2012

ZONES FROM 10,000 TO 69,999

TAB PAGES	1 TIME CPM	6 TIME CPM	10 TIME CPM	20 TIME CPM	30 TIME CPM	40 TIME CPM	52 TIME CPM
2-6	\$54.60	\$53.55	\$51.45	\$50.40	\$49.35	\$48.30	\$46.20
8	\$61.95	\$60.90	\$58.80	\$57.75	\$55.65	\$54.60	\$50.40
12	\$70.35	\$69.30	\$67.20	\$66.15	\$64.05	\$63.00	\$58.80
16	\$79.80	\$77.70	\$76.65	\$75.60	\$74.55	\$72.45	\$69.30
20	\$89.25	\$88.20	\$87.15	\$86.10	\$85.05	\$84.00	\$81.90
24	\$91.35	\$90.30	\$89.25	\$88.20	\$87.15	\$86.10	\$87.15
28	\$95.55	\$94.50	\$92.40	\$90.30	\$89.25	\$88.20	\$87.15
32	\$98.70	\$97.65	\$95.55	\$93.45	\$92.40	\$90.30	\$88.20
36	\$101.85	\$99.75	\$98.70	\$97.65	\$95.55	\$94.50	\$89.25
40	\$102.90	\$101.85	\$99.75	\$98.70	\$97.65	\$95.55	\$92.40
44	\$105.00	\$103.95	\$102.90	\$101.85	\$99.75	\$98.70	\$97.65
48	\$106.05	\$105.00	\$103.95	\$102.90	\$101.85	\$99.75	\$98.70

ZONES FROM 70,000 TO FULL RUN

TAB PAGES	1 TIME CPM	6 TIME CPM	10 TIME CPM	20 TIME CPM	30 TIME CPM	40 TIME CPM	52 TIME CPM
2-6	\$51.45	\$50.40	\$49.35	\$47.25	\$46.20	\$45.15	\$44.10
8	\$57.75	\$54.60	\$54.60	\$53.55	\$51.45	\$50.40	\$49.35
12	\$66.15	\$65.10	\$64.05	\$63.00	\$61.95	\$60.90	\$57.75
16	\$75.60	\$74.55	\$72.45	\$71.40	\$70.35	\$69.30	\$67.20
20	\$82.95	\$81.90	\$80.85	\$77.70	\$76.65	\$75.60	\$74.55
24	\$88.20	\$87.15	\$86.10	\$85.05	\$81.90	\$80.85	\$79.80
28	\$92.40	\$91.35	\$89.25	\$88.20	\$87.15	\$86.10	\$85.05
32	\$95.55	\$94.50	\$92.40	\$91.35	\$89.25	\$88.20	\$95.45
36	\$96.60	\$95.55	\$94.50	\$92.40	\$91.35	\$89.25	\$88.20
40	\$97.65	\$96.60	\$95.55	\$94.50	\$92.40	\$91.35	\$89.25
44	\$99.75	\$98.70	\$97.65	\$96.60	\$94.50	\$92.40	\$91.35
48	\$102.90	\$101.85	\$98.70	\$97.65	\$96.60	\$95.55	\$94.50

CUSTOMER SUPPLIED 8½" X 11" SINGLE SHEET INSERTS

Quantity in Thousands per Insertion	1 TIME CPM	4 TIME CPM	8 TIME CPM	15 TIME CPM	25 TIME CPM
10-24	\$45.15	\$44.10	\$43.05	\$42.00	\$40.95
25-49	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90
50-74	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85
75-99	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80
Over 100	\$40.95	\$39.90	\$38.85	\$37.80	\$36.75

Frequency rates
only available with
signed contract

Preprint specifications
& delivery instructions
available from your
Account Executive

The New Haven Register will not accept responsibility for the printer's wrong count and/or his poor and inadequate packaging; or sections and skids damaged in transit. (Preprints which arrive in poor condition may be refused or charged for additional handling).

Call your Account Executive today to start your preprint advertising campaign!