

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 11 5/8" 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.....	1.8750
2.....	3.9375
3.....	5.9375
4.....	7.9375
5.....	10.0000
6.....	12.0000

Full Standard Page: 11.625" wide x 21" deep.
 Double Truck: 24.125" w. x 21" deep.

17. CLASSIFIED RATES

See our 2009 Classified Rate Card.

18. COMICS

The New Haven Register Comics section publishes every Sunday in full color.

Member: Metropolitan Sunday Newspapers
 260 Madison Ave., New York, NY 10016

SUNDAY ONLY

Full Page.....	11.625"x20".....	\$8,949
2/3 Page.....	11.625"x13 3/4".....	\$7,340
1/2 Page.....	11.625"x10".....	\$5,315
1/3 Page.....	11.625"x6 1/2".....	\$3,560
1/6 Page.....	11.625"x3 3/4".....	\$1,230
Strip Ad.....	11.625"x1 1/2".....	\$1,065

Reservation: Five Weeks Prior
 Copy: Thirty Days Prior

20. CIRCULATION/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