

New Haven Register

40 Sargent Drive • New Haven, CT 06511

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www.NewHavenRegister.com

Preprint Advertising Rates – Continued

Delivery Deadline: Sunday Preprints due Thursday 10 days prior. Daily Preprints due 7 days prior. Thanksgiving Holiday Preprints due 10 days prior.

Ship To: New Haven Register
40 Sargent Drive
New Haven, CT 06511

Loading Dock Hours: Monday - Friday 8 a.m. - 4 p.m.
No Saturday or Sunday deliveries accepted.
Late deliveries or cancellations after deadline are subject to a penalty charge of up to \$500.

Product sample rates available upon request.

PRINT & DELIVER RATES

QUANTITY IN THOUSANDS PER INSERTION	1/0 ONE COLOR ONE SIDE	2/0 TWO COLORS ONE SIDE	1/1 ONE COLOR TWO SIDES	2/1 TWO COLORS ONE SIDE	2/2 TWO COLORS TWO SIDES
10 - 24	\$55	\$62	\$63	\$65	\$68
25 - 49	\$52	\$60	\$61	\$62	\$63
50 - 99	\$50	\$57	\$59	\$60	\$62
OVER 100	\$46	\$51	\$52	\$53	\$57

Frequency Discounts: 6 times 5% 12 times 10%

Minimum quantity: 10,000

8 1/2 x 11 single sheet; minimum 75 lb. hi bulk (white)

Copy deadline: 3 weeks prior to desired insertion date.

Prices are per thousand with additional charges.

Color paper \$3 per thousand 70 lb. (pastels only).

Special color inks: Available upon request at additional charge.

Payment terms: Half of total cost upon approval of proof.

SUPER SAVER INSERT RATES

4 Color on both sides

60 lb. Glossy Stock (8.5" x 11")

Quantity in Thousands Per Insertion	CPM
5,000-9,000	\$84.00
10,000-19,000	\$68.00
20,000-29,000	\$57.00
30,000-49,000	\$52.00
50,000-74,000	\$42.00
75,000-99,000	\$39.00
100,000-124,000	\$38.00
125,000-149,000	\$36.00
150,000-174,000	\$35.00
175,000+	\$34.00