

Local rate card 2018

MULTIMEDIA SOLUTIONS

...multiply your success!

The collage includes:

- BEST BITES** fall 2013 dining guide (New Britain Herald)
- NEW BRITAIN HERALD** website (www.NewBritainHerald.com) featuring a "Local pharmacy delivers the goods" headline and a "WARM THE CHILDREN" ad.
- The Bristol Press** website (www.BristolPress.com) featuring a "This area's Only AUTHENTIC MEDITERRANEAN RESTAURANT" ad and a "CLICK FOR NEW MENU!" button.
- NEW BRITAIN HERALD** mobile app showing a football game.
- NEWINGTON TOWN CRIER** newspaper.
- CONNECTICUT PRIME TIME** magazine (December 2014).
- A yellow starburst badge in the bottom left corner reads: "2012 NEW ENGLAND NEWSPAPER OF THE YEAR - NENPA".
- A yellow starburst badge in the top right corner reads: "2010 NEW ENGLAND NEWSPAPER OF THE YEAR - NENPA".

Central Connecticut Communications

NEW BRITAIN HERALD

860-225-4601 • NewBritainHerald.com
1 Court Street • New Britain, CT 06050
Fax: 860-229-5718
info@NewBritainHerald.com

The Bristol Press

860-584-0501 • BristolPress.com
188 Main Street • Bristol, CT 06010
Fax: 860-584-2192
info@BristolPress.com

NEWINGTON TOWN CRIER

info@CentralCtCommunications.com
CONNECTICUT PRIME TIME
info@CentralCtCommunications.com

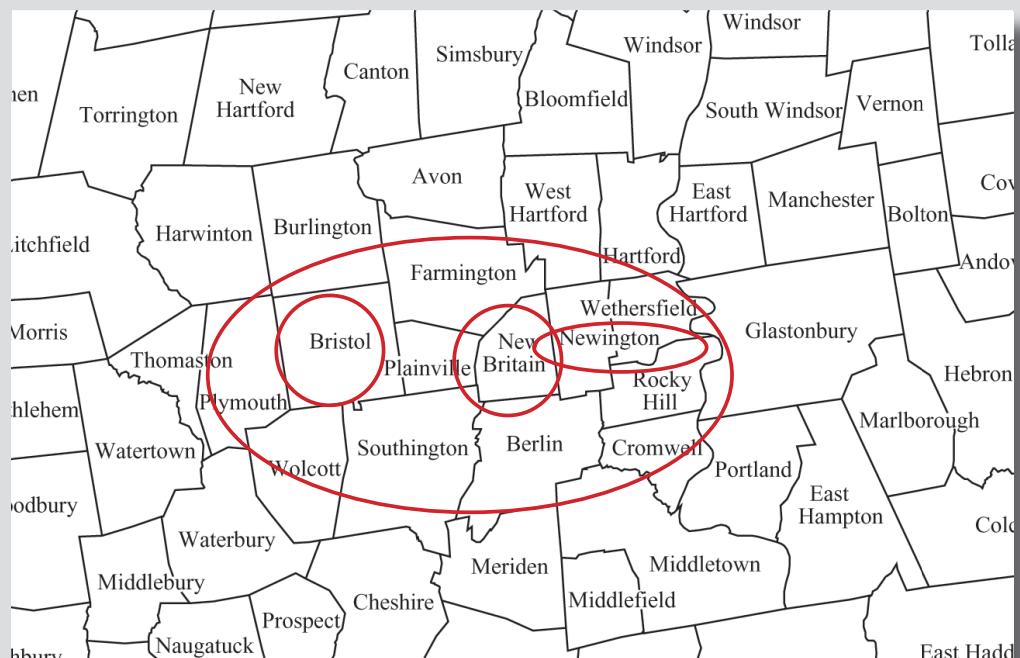
Multimedia Solutions

coverage area

Rate Card | Effective 1.1.18

Covering the
Heart of
Central
Connecticut

Print.
Online.
Mobile.



2018 NATIONAL ADVERTISING RATES

Open Rate (per column inch)

The Bristol Press.....	\$36.78
New Britain Herald.....	\$36.78
Weekend	\$49.66
2-daily combo	\$55.17
Newington Town Crier.....	\$18.20
All-paper combo.....	\$61.10

Front Page Strip 6 col x 2"/Sky 6 col x 1.25"/Sidebox 1 col x 2"	
The Bristol Press...	\$460/\$460/\$199
New Britain Herald	\$460/\$460/\$199
Weekend.....	\$689/\$620/\$268
2-daily combo	\$689/\$620/\$268
Newington Town Crier (3 col x 2.5" top/bottom) ..	\$154/\$137

Page 3/Sports Strip 6 col x 2"

The Bristol Press.....	\$382
New Britain Herald.....	\$382
2-daily combo	\$577
Weekend	\$517
Newington Town Crier (Back Page If Available) ..	\$149

Any Other Section Strip

The Bristol Press.....	\$337
New Britain Herald.....	\$337
Weekend	\$432
2-daily combo	\$463

Note: Other strip ads and sizes are available upon request.

Guaranteed position 25% premium

Color is 20% additional; minimum \$60

Add \$60 for color in each additional publications

Preprints Per 1,000 (\$200 minimum)

Single Sheet	\$54
Up to 8 pages	\$56
Up to 16 pages.....	\$60
Special sizes, page counts priced on request.	
Maximum size before folding: 11" x 12"	

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local

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2018 RETAIL ADVERTISING RATES

Open Rate (per column inch)

The Bristol Press.....	\$28.50
New Britain Herald.....	\$28.50
Weekend	\$38.78
2-daily combo	\$42.75
Newington Town Crier.....	\$12.00
All-paper combo.....	\$51.44

Front Page Ads

The Bristol Press strip (10"x2")	\$399
New Britain Herald strip (10"x2")	\$399
Weekend	\$539
2-daily combo strip (M-Sat)	\$599
Left Rail Daily (1x6.5")	\$399
Left Rail Weekend.....	\$539
Top strip Daily (10" x .4375")	\$299
Top strip Weekend (10" x .4375")	\$399

Note: Other strip ads and sizes are available upon request.

Back Page/Sports Strip Ads

The Bristol Press.....	\$299
New Britain Herald.....	\$299
Weekend	\$404
2-daily combo	\$448

Note: Other strip ads and sizes are available upon request.

All strip ads include color.

Page 3/Strip Ads

The Bristol Press.....	\$269
New Britain Herald.....	\$269
Weekend	\$359
2-daily combo	\$399
All Paper Combo.....	\$519

Newington Town Crier Front Page Strip Ads

	TOP	SIDE	BOTTOM
NTC.....	\$167.....	\$119.....	\$145.....

Guaranteed position 25% premium.

Color is 20% additional; minimum \$60.

Add \$60 for color in each additional publication.

Preprints Per 1,000 (\$200 minimum)

Single Sheet	\$44
8 pages or less.....	\$46
16 pages or less	\$49

Non-Profit Rate

The Bristol Press.....	\$17.10
New Britain Herald.....	\$17.10
Weekend	\$30.78
2-daily combo	\$34.20
Newington Town Crier.....	\$8.64
All-paper combo.....	\$38.56

Ad Sizes

ROP Column widths:

1 col	1.525"
2 col	3.22"
3 col	4.915"
4 col.....	6.61"
5 col.....	8.305"
6 col.....	10"

Classified Col. widths:

1 col	1.142"
2 Col.....	2.408"
3 col.....	3.673"
4 col.....	4.938"
5 col.....	6.204"
6 col.....	7.469"

Tabloid/Modular sizes:

Full Pg	10"x10"
1/2 Pg Vert.....	4.915"x10"
1/2 Pg Hor.....	10"x4.915"
1/4 Pg	4.915"x4.915"
1/8 Pg	4.915"x2.372"
1/15 (Bus. Card) ..	3.22"x1.864"

Full Pg depth..... 10"

NEW BRITAIN HERALD

The Bristol Press

860-225-4601 • NewBritainHerald.com
1 Court Street • New Britain, CT 06050
Fax: 860-229-5718
info@NewBritainHerald.com

860-584-0501 • BristolPress.com
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info@BristolPress.com

NEWINGTON TOWN CRIER

info@CentralCtCommunications.com

CONNECTICUT

PRIME TIME

info@CentralCtCommunications.com

Multimedia Solutions

classified
advertising rates

Rate Card | Effective 1.1.18

Classified Hours:
Monday - Friday 8:00 am-5:00 pm
Phone:
860-229-8687
Fax Number: 860-225-2611

CLASSIFIED DEADLINES
DAILY: Line ads Tuesday-Weekend due the day prior by 3:00 p.m.
Line ads Weekend & Monday due Friday by 3:00 p.m.
Classified display ads due 2 business days prior by 5:00 p.m.

NEW BRITAIN HERALD or BRISTOL PRESS

Non-contract, transient line rates
(3-line minimum)

Press or Herald	2-Paper Combo	Weekend Edition
1-3 Days.....	\$5.87.....	\$8.81.....
4-6 Days.....	\$4.38.....	\$6.57.....
7-13 Days.....	\$4.05.....	\$6.08.....
15-29 Days.....	\$3.15.....	\$3.78.....
		\$12.81.....
		\$7.81.....
		\$6.91.....
		\$6.38.....

Display \$27.22/col. in. Weekend.....\$32.28/col. in.
Add additional \$4.50 per day online

Help Wanted
Non-contract, transient line rates
(3 line minimum)

Press or Herald	2-Paper Combo	Weekend Edition
1-3 Days.....	\$7.02.....	\$10.54.....
4-6 Days.....	\$4.19.....	\$6.29.....
7-13 Days.....	\$3.84.....	\$5.94.....
15-29 Days.....	\$3.37.....	\$5.21.....
30+ Days.....	\$2.45.....	\$3.76.....
		\$15.34.....
		\$9.24.....
		\$8.32.....

Display \$27.22/col. in. Weekend.....\$40.39/col. in.
30 day posting on CTjobs.com.....\$149

Private Party Merchandise 3-10-25

3 lines, 10 days, starting at\$25
Additional lines.....\$2.50
Includes website

Tag Sale Special
3 lines, 3 days (Thursday, Friday & Weekend).....\$23.55
Additional lines.....\$5.00
Includes website

Card of Thanks

1 col. x 2" ad size:\$49

National Classified Advertising

(3-line minimum)

National line rates are commissionable to recognized agencies
Non-contract, Classified Line Ads. Rate per line, per insertion
1 insertion.....\$13.22
2nd insertion\$8
3rd insertion\$7

National Classified Display

Commissionable rates

Daily\$40.83/col. in.
Weekend\$55.13pci
30-day posting on CTjobs.com\$159.00

Legal Notice Rates

Non-contract, transient line rates. Rate per line, per insertion
Daily\$2.32
Weekend\$2.78
Liquor Permit (to meet legal requirements)\$85.72
Add \$4.50 per day for website

Probate Court Notices

Notice of hearing/Notice to creditors. Must be prepaid
Rate per insertion:\$50.00
Add \$4.50 per day for website

Foreclosure/Public Auction Notice

Must be prepaid. Rate per insertion
2 col. x 6" ad (with picture)\$302.09
Per additional inch\$25.18
Notarized affidavits are \$10 upon request of legal advertisers

NEW BRITAIN HERALD

The Bristol Press

TOWN CRIER

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NEWINGTON
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CONNECTICUT
PRIME TIME
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Multimedia Solutions

classified
advertising rates
Rate Card | Effective 1.1.18

Classified ads in:

NEWINGTON **TOWN
CRIER**

Non-Contract, Transient Line Rates

(3 line minimum)

Friday

Rate per line

1.....	\$4.90	2.....	\$3.86
3.....	\$3.57	4.....	\$3.35
5.....	\$3.17	6.....	\$3.12

Add additional \$5.50 per week online

Help Wanted

Non-Contract, Transient Line Rates (3 line minimum)

Rate per line

1.....	\$6.83	2.....	\$5.72
3.....	\$4.40	4.....	\$4.08
5.....	\$3.99	6.....	\$3.78

Display\$27.22/col. in.

30 day posting on centralCTjobs.com\$159.00

Supersized, Featured and Priority listings also available

Private Party Merchandise

includes website

3 lines, 7 days, starting at	\$17.59
Additional lines.....	\$2.10

Tag Sale includes website

1 week/4 lines\$18.48

Additional lines.....\$2.10

Legal Notice Rates

Non-contract, transient line rates. Rate per line, per insertion.

1 time.....\$0.99

Add additional \$4.25 per week online

Probate Court Notices

Notice of hearing/Notice to creditors. Must be prepaid.

Rate per insertion.....\$51.32

Liquor Permits

Published twice.

Must be prepaid

2 insertions.....\$101.46

Here's My Card

4 weeks.....\$124.95

Home Improvement Directory

Maximum 50 words

4 weeks.....\$89.25

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860-584-0501 • BristolPress.com

188 Main Street • Bristol, CT 06010

Fax: 860-584-2192

info@BristolPress.com

NEWINGTON **TOWN
CRIER**

info@CentralCtCommunications.com

CONNECTICUT

PRIME TIME

info@CentralCtCommunications.com

Multimedia Solutions

online display advertising
Rate Card | Effective 1.1.18

MONTHLY AUDIENCE

BristolPress.com
1,365.397 pageviews
113,077 unique visitors

NewBritainHerald.com
801,900 pageviews
71,365 unique visitors

POSITION 1-5:
100,000+ impressions
\$9.00 per 1,000
50,000 impressions
\$10.00 per 1,000

POSITION 6-8:
100,000+ impressions
\$7.00 per 1,000
50,000 impressions
\$8.00 per 1,000

Discount: 40% off 2nd website

1. Top Leaderboard
728 x 90

2. Half Banner
230 x 90

3. Half Banner
230 x 90

4. Medium Rectangle
300 x 250

5. In-Story
300 x 250
(in the middle of content)

The Bristol Press website features an article titled "Residents share their resolutions". It includes a photo of a woman, a quote from her, and a sidebar for "DONATE YOUR CAR" to "Wheels For Wishes".

6. Middle Leaderboard
468 x 90

7. Skyscraper
160 x 600

8. Bottom Leaderboard
728 x 90

The collage includes several examples of online display ads:

- 1.** The Center for Wound Care and Hyperbaric Medicine at Bristol Hospital is now open.
- 2.** Bristol Hospital Center for Wound Care & Hyperbaric Medicine.
- 3.** Valley Chimney Sweep LLC.
- 4.** VHS to DVD conversion service.
- 5.** AdPLUS banner for "DONATE YOUR CAR" to "Wheels For Wishes".
- 6.** Charlotte's Sewing Shop & School.
- 7.** FAST AFFORDABLE SERVICE.
- 8.** Sprint ad offering half off your rate plan.

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SLIDING BILLBOARD WITH PENCIL DELIVERS A HIGH-IMPACT PREMIUM PLACEMENT

The Bristol Press website interface. At the top, there's a navigation bar with links like Home, News, Sports, Obituaries, Business, Opinion, E-Edition, Classifieds, Photo Gallery, and Archives. Below the navigation is a search bar with placeholder text "Search this site...". To the right of the search bar is a weather widget showing "33°" and "Cloudy". A red arrow points from the headline text to this billboard area.

Shannon FINE JEWELRY
BRISTOL
A Trusted Name Since 1975

New granite sign placed at Plymouth Town Hall

Winter we... Icy roads... Remember... Schools... 3 more mo... New gran...

CROWN Oil Company Since 1927 For Current Price or to Schedule Delivery CALL 860-583-9222 Keeping families warm is our business.

Shimmering DIAMONDS

CLICK TO EXPAND

Shimmering DIAMONDS

Install High Efficiency BAXI Wall Hung Boilers
BAXI TRAINED AND CERTIFIED CONTRACTOR
ONE HOUR HEATING & AIR CONDITIONING
Always On Time...Or You Don't Pay A Dime!

• Billboard ad (960x300-pixels) displays expanded for approx. 5 seconds pushing content down to present advertiser's marketing message

Pencil Ad keeps your advertising message in front of users

The Bristol Press website interface, similar to the one above but with different content. A red arrow points from the headline text to this fixed pencil ad area.

RENAISSANCE DOWNTOWN'S BRISTOL
Redeveloping Downtown Bristol... Together

3 more months: Depot Square developer likely to get extension

Winter we... Icy roads... Remember... Schools... 3 more mo... New gran...

CROWN Oil Company Since 1927 For Current Price or to Schedule Delivery CALL 860-583-9222 FULL-OIL HEATING & AIR CONDITIONING INSTALLATION & CONVERSIONS

VNA HealthCare VNA East Buckus Home Health Care We've joined together to provide you the best in certified nursing, rehabilitation services, hospice, lifeline and private-duty aides.

Welcome! Login | Signup Search this site... Go! 33°

CLICK TO EXPAND

Monsignor Bojanowski Manor A Compassionate Bridge to Wellness • Physical therapy • Occupational therapy • Rehabilitation • Speech therapy • Nutritional support • Respiratory • Pain management • Social & therapeutic activities • Short & long-term stays • Memory care • Assisted living • Skilled nursing • Rehabilitation • Residential living • Memory support • 24-hour a day of dining

50 Pulaski Street, New Britain, CT 06053 860-239-0336

AdPLUS Ads from our newspaper Ad categories Advertisers

Click to see details about this ad

About Us Ads Circulation Services

Pencil Ad (960x30-pixels) is fixed throughout the day

ADVERTISER WILL RECEIVE:

- 100% share of voice • 24 hours starting at 12:01 am
- Exclusive to advertiser message

Daily Rate: \$200
Weekend Rate*: \$300
Five Days: \$700**

* Weekend Campaigns: Rate includes Saturday and Sunday. Same creative will run for both days.

** Same creative will run for 5 days

Call your advertising representative today!

The Bristol Press
860-584-0501

NEW BRITAIN HERALD
860-225-4601

NEWINGTON TOWN CRIER
860-225-4601

Your community. Every day.

BACKGROUND WALLPAPER AD DELIVERS A HIGH IMPACT PREMIUM PLACEMENT

TM Connect to healthier.

ADVERTISER WILL RECEIVE:

- 100% share of voice
- 24 hours starting at 12:01 am
- Exclusive to advertiser message
- Link to website or landing page

Daily Rate: \$200
Weekend Rate*: \$300
Five Days: \$700**

**Call your
advertising
representative
today!**

* Weekend Campaigns: Rate includes Saturday and Sunday. Same creative will run for both days.

** Same creative will run for 5 days

The Bristol Press
860-584-0501

NEW BRITAIN HERALD
860-225-4601

NEWINGTON TOWN CRIER
860-225-4601

Your community. Every day.

HIGH-VISIBILITY E-MAIL ALERTS

The screenshot shows a news website layout. At the top is a banner with the text "Connect to healthier." and a logo. Below it is a section titled "Daily Headlines". The main content area has two columns: "Breaking News" on the left and "Latest News" on the right. The "Breaking News" column features a story about a CCSU professor missing court date. The "Latest News" column features a story about a Southington man charged with breaking into a store. To the right of the news columns is a vertical sidebar with two yellow boxes, each containing the text "Your ad here". Above the sidebar is an advertisement for "Shannon FINE JEWELRY" featuring diamond necklaces.

DAILY RUNDOWN OF TOP
HEADLINES BREAKING NEWS
WHEN BIG NEWS HAPPENS

Sponsor Banner (590x98 pixels)

1 day \$99⁰⁰
2 days \$79⁰⁰ per day
3 days \$59⁰⁰ per day

Ad Block (160x300 pixels)

\$49⁰⁰ per day

**YOU DETERMINE THE DAYS THAT
MEET YOUR NEEDS**

**Call your account rep today for more details, or call Gary Curran
at (860) 225-4601, gcurran@centralctcommunications.com**

The Bristol Press
BristolPress.com

NEW BRITAIN HERALD
NewBritainHerald.com

In print. Online. On your phone. Everywhere you live.

CONNECTICUT PRIME TIME

**Free distribution at
over 300 specific
locations just where
you want to be.**



**REACH OVER
10,000 PEOPLE
LOOKING FOR THINGS TO DO
AND ADVICE ON
HOW TO HANDLE THEIR
LIVING, HEALTH, AND
FINANCIAL NEEDS -
WITH ARTS AND
ENTERTAINMENT
IDEAS, TOO.**

A monthly publication reaching the active seniors and their children in Central Connecticut.

PRINT	Frequency (months)		1x	3x	6x	12x
		Discount		5%	10%	20%
Inch rate			23.00	21.85	20.70	18.40
Modular	Inches	Disc.				
Full Page	54	20%	989	940	890	791
Half Page	27	13%	538	511	484	430
Quarter Page	14	8%	284	270	256	227
Eighth Page	7	5%	154	146	139	123
Business Card	4		92	87	83	74

FULL-PAGE PREMIUM POSITIONS

Back page (includes color)	1,632	1,550	1,469	1,305
Pages 2, 3 and inside back cover	1,360	1,292	1,224	1,088

OTHER PREMIUM POSITIONS

Table of contents (half page V/H)	592	562	532	473
Cover peel-off sticker	Pricing on request			

COLOR 10% PREMIUM (EXCEPT WHERE NOTED)

Contact your account executive or publisher Michael Schroeder at
(860) 225-4601 or mschroeder@centralctcommunications.com

The Bristol Press NEW BRITAIN HERALD
Your community. Every day.

Multimedia Solutions

polish edition

Rate Card | Effective 1.1.17

POLISH EDITION

Devoted to covering the news in one of the city's most important communities. This pull-out section in the center of the paper every Wednesday will include news of interest to Poles in and out of the city, along with features covering the schools, businesses and sports of the area. The Polish Edition will be delivered through the impact of the area's only community daily newspaper and web site.

Copies of the paper will be distributed throughout Central Connecticut, with PAID home delivery circulation in New Britain, Berlin, Kensington, Newington, Plainville and Southington.

RATES \$6.99 per column inch

Full page:	\$249
Half page:	\$169
Quarter page:	\$89
Business card (2 columns x 2")	\$39

- Strip on front page of pullout (5 col. x 2"'): \$169
• 25% premium for full color (\$30 minimum)

DEADLINES

DEADLINES
Reservation and copy deadline:
5 p.m. Friday before publication



NEW BRITAIN HERALD

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The Bristol Press

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NEWINGTON TOWN CRIER

CONNECTICUT
PRIME TIME
info@CentralCtCommunications.com

BRISTOL PRESS • NEW BRITAIN HERALD • AD SIZES

RETAIL

1 col. 1.525"
2 col. 3.22"
3 col. 4.915"
4 col. 6.61"
5 col. 8.305"
6 col. 10"

CLASSIFIED

1 col. 1.142"
2 col. 2.408"
3 col. 3.673"
4 col. 4.938"
5 col. 6.204"
6 col. 7.469"
7 col. 8.734"
8 col. 10"

LEAVE BEHINDS

8" x 10 1/2"

SLIP SHEETS

(Printing Area)
7 13/16" x 10 7/16"

RACK CARDS

(Printing Area)
10.5" x 16.25"

REAL ESTATE

BB (Billboard or Showcase)
4.915" x 3.25"

TS (Topspot)
7" x 3.25"

DOUBLE TRUCK

21" x 10"

DINING GUIDE

7" x 9.5" FULL
7" x 4.62" HALF
3.43" x 4.62" QTR
9.5" x 14.75" DT

BROADSHEET WRAP

FULL PAGE
(6 col.) 10" x 21"
1/2 PAGE VERTICAL
(3 col.) 4.915" x 21"
1/2 PAGE HORIZONTAL
(6 col.) 10" x 10.415"

1/4 PAGE
(3 col.) 4.915" x 10.415"
1/8 PAGE
(3 col.) 4.915" x 4.85"

MEASUREMENTS

1/160625
1/81250
3/161875
1/42500
5/163125
3/83750
7/164375
1/25000
9/165625
5/86250
11/166875
3/47500
13/168125
7/88750
15/169375

BUSINESS CARDS WEEKLIES

(2 col.) 3.22" x 1.864"

VIDEO NEWS

320 x 240

VIDEO POLISH

280 x 216

TABLOID Unit Sizes

FULL PAGE
(6 col.) 10" x 10"
1/2 PAGE VERTICAL
(3 col.) 4.915" x 10"
1/2 PAGE HORIZONTAL
(6 col.) 10" x 4.915"

1/4 PAGE
(3 col.) 4.915" x 4.915"
1/8 PAGE
(3 col.) 4.915" x 2.372"

BUSINESS CARD 1/15 PAGE
(2 col.) 3.22" x 1.864"

STRIP ADS DAILIES

BOTTOM STRIP:
(6 col.) 10" x 2"

Side Strip:
(1.2 col.) 1.864" x 3"
or
(1.2 col.) 1.864" x 5.5"

STRIP ADS WEEKLIES

TOP & BOTTOM STRIP
(3.6 col.) 5.932" x 2."

SIDE STRIP:
(1.2 col.) 1.864" x 4.75"