



Effective January 1, 2008



ADVERTISING RATES

2008

www.NewBritainHerald.com



THE HERALD

**THE SUNDAY
HERALD
PRESS**

ONE HERALD SQUARE, NEW BRITAIN, CONNECTICUT 06050 • (860) 225-4601 • Fax (860) 229-5718

Effective January 1, 2008

Published By

THE HERALD PUBLISHING COMPANY

Delivery and Mail Address:

ONE HERALD SQUARE, NEW BRITAIN, CONN. 06050

(860) 225-4601

DIRECT FAX: (860) 229-5718 (24 HOURS)

CLASSIFIED FAX: (860) 225-2611

email: heraldads@ctcentral.com

www.NewBritainHerald.com

RETAIL ADVERTISING RATES AND INFORMATION

The Herald Publishing Company publishes THE HERALD (daily) Monday through Saturday and publishes THE HERALD PRESS on Sunday.

Information contained in this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS). Items not applicable have been eliminated and numbers skipped.

1. Personnel

Publisher.....Ed Gunderson

Retail Advertising Manager.....Ray Grasso

Classified Advertising Manager.....Gary Curran

2. Representatives

Represented nationally by Landon Media Group.

New York Office

805 Third Ave., New York, NY 10022

212-826-1113

3. Commissions and Terms of Payment

1. All rates are net cash with order except where credit has been approved by the Publisher. Where credit has been extended, bills are due and payable upon receipt following statement. If the ending balance of any statement is not paid in full, that portion which remains unpaid will be assessed a finance charge of 1.5% per month. The advertiser shall be liable for all reasonable cost and expenses incurred in collection of past due advertising invoices, including but not limited to reasonable attorney's fees.

2. Payment may be made by MasterCard, Visa or American Express.

4. Policy – All Classifications

1. In the event of the Advertiser's cancellation or failure to fulfill the contract, the Publisher shall have the right to re-bill all advertising furnished at the prevailing open space rate. The Publisher is not liable for consequential damages of any kind from typographical error or errors of omission and has no responsibility for errors in excess of the cost of the advertisement.

2. All advertising copy, whether or not accompanied by payment, is subject to final acceptance by the Publisher.

3. The subject matter, form, size, wording, illustration and typography of all advertising copy received by The Herald shall be subject to approval, revision, classification, cancellation or rejection at any time by The Herald in its sole and absolute discretion. Previous acceptance of any advertising copy by The Herald will not operate as a waiver of The Herald's rights hereunder to edit, revise, classify, cancel or reject any advertising copy at any time.

4. The Herald will not accept cancellations or alterations by either Advertiser or advertising agency after closing time. If copy is not received, Advertisers will be charged for the complete space ordered.

5. The Herald will not knowingly publish material that is in violation of any law.

6. The Herald will not accept insertion orders containing sequential liability clauses.

7. The Herald shall not be liable for failure to print, or distribute all or any portion of an issue.

8. It is the responsibility of the Advertiser to report any error or omission in time for the next insertion. The Publisher is only responsible for one incorrect insertion. Credit claims must be made within thirty (30) days after billing.

9. The Herald shall not be liable for any State, Federal, Municipal or other taxes which may be imposed on advertising.

10. Advertising of alcoholic beverages accepted.

11. Political advertising must be paid in advance, carry a bonafide signature and be labeled "Political Advertising."

12. Not responsible for reproduction material 60 days after insertion. Not responsible for Advertising art unless instructions to return at Advertiser's expense are furnished with order.

13. Not responsible for key numbers unless indicated on original copy.

14. The Herald may revise the rates quoted upon 30 days written notice.

15. The complete name, address and telephone number of the Advertiser must accompany each ad for office information and billing.

16. Blind ads: Ad numbers are randomly assigned.

17. Up to 15% of the total advertisement space will be allowed for author's changes. Additional changes will be charged at the rate of \$40.00 per hour.

18. All advertising set in a news format must bear the word "Advertisement" above each column.

19. Specifications on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only.

20. Advertiser and/or Advertising agency assumes responsibility for all content (including text representations and illustrations) of advertisements printed, and agree to indemnify and hold harmless The Herald of all claims and liabilities arising from the publication of advertising, including the payment of reasonable attorney's fees incurred by the Publisher.

21. The Advertiser and/or Advertising agency shall designate the width in columns and exact depth in inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered; measurement to be from cut-off rule to cut-off rule.

22. No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted.

23. Annual contracts must be completed within one year from date of contract, not from the date of the first insertion.

24. Forwarding of an order is construed as acceptance of all rates and conditions under which advertising space is at that time sold by the publications. Failure to make order correspond in price, or otherwise, with the rate card is regarded only as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.

25. No brokerage space accepted.

26. Except where specifically noted in the rate card, the Publisher neither sells nor guarantees position. Every effort will be made to accommodate reasonable position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.

5. Display Rates

RETAIL ROP RATES

Daily Herald per inch.....	\$31.04
Sunday Herald Press per inch.....	\$40.63

CONTRACT RATES

	Daily	Sunday
100".....	\$22.61	\$36.17
250".....	\$21.99	\$34.93
500".....	\$21.77	\$30.83
1,000".....	\$21.63	\$30.10
2,500".....	\$21.32	\$28.90
5,000".....	\$21.14	\$27.16
7,500".....	\$19.89	\$24.80
10,000".....	\$18.15	\$23.20

- Signed contract required.
- ROP inch rates are based on 5 columns per page.
- Local/retail rates are not commissionable to advertising agencies.
- Paid Position: Specified position, when available, 25% premium.

RETAIL REPEAT FREQUENCY DISCOUNTS

Sunday/Daily

Advertisements appearing on Sunday at the regular rate and repeated 6 days before or after the Sunday ad are eligible for a discount off the daily insertion rate. Discounts as follows: First repeat: 30%, second and succeeding repeat: 50%

Daily/Daily

Advertisements appearing Monday through Saturday at the regular rate and repeated the same week are eligible for a discount off the repeat insertion. Discounts as follows: First repeat: 25%, second and succeeding repeat: 35%

BUSINESS BUILDERS

Insertions within 26 calendar days

PER COLUMN INCH

13x*.....	\$15.85
26x**.....	\$13.85

*Monthly contract - one copy change.

**Monthly contract - two copy changes.

Available Daily Only

• Minimum size - 1 column inch • Maximum Size - 6 column inches

NATIONAL RATES

	Daily	Sunday
Open.....	\$42.62	\$72.73
100".....	\$38.66	\$65.95
250".....	\$37.33	\$63.70
500".....	\$33.04	\$56.16
1000".....	\$32.18	\$54.33
2500".....	\$30.88	\$52.60

All rates are gross and subject to a 52 week contract.
15% commissionable to recognized advertising agencies.

6. Group Combination Rates

Discount rates are available for advertising in The Bristol Press, The Middletown Press, The Register Citizen, Imprint Newspapers, The East Hartford Gazette, Tradewinds, the Farmington Valley Post and El Latino Expresso. Combination ads are billed as separate insertions. Restrictions apply.

7. Color Rates & Data

Color billed at 35% additional. Minimum 4 inch ad size. Certain restrictions apply. Price variances may apply based on position and availability.

OR

Black + One.....	\$196.27
Black + Two.....	\$307.66
Black + Three.....	\$376.62

COLOR FREQUENCY DISCOUNTS

10 ads within 1 yr.....	5% discount
26 ads within 1 yr.....	10% discount
52 ads within 1 yr.....	15% discount

COLOR REPEAT

FREQUENCY INCENTIVE

A 25% color discount is available for color ads running multiple insertions within six days. Copy changes are not allowed. Combination ads must be ordered with the first insertion.

8a. Pre-Print Rates

PAGES

TAB	1-12X	13-24X	25-51X	52X
2	\$46.25	\$42.45	\$39.25	\$34.00
4	\$47.25	\$43.45	\$40.25	\$35.00
8	\$48.25	\$44.45	\$41.25	\$36.00
12	\$49.25	\$45.45	\$42.25	\$37.00
16	\$50.25	\$46.45	\$43.25	\$38.00
20	\$51.25	\$47.45	\$44.25	\$39.00
24	\$52.25	\$48.45	\$45.25	\$40.00
28	\$53.25	\$49.45	\$46.25	\$41.00
32	\$54.25	\$50.45	\$47.25	\$42.00
36	\$55.25	\$51.45	\$48.25	\$43.00
40	\$56.25	\$52.45	\$49.25	\$44.00
44	\$57.25	\$53.45	\$50.25	\$45.00
48	\$58.25	\$54.45	\$51.25	\$46.00

- All rates net and based on full run quantities.
- Zoned preprint advertising rates available upon request.
- Any ad run in direct combination with a preprint six days before or after preprint insertion will be allowed a 25% discount. Ad must make specific reference to the preprint inserted in The Herald. One quarter page minimum.
- Combination ads are billed as separate insertions.

10. Special Services

Artists are available to help with specific layouts and art at no charge.

11. Special Days/Pages/Features

Monday	Prime Times, Property Transfers
Tuesday	Classroom
Wednesday	Taste
Thursday	Weekend
Friday	Automotive
Saturday	Real Estate, Social News
Sunday	Diversions, Travel, TV Channels, Health & Technology, Connecticut Family, Avid Reader

12. ROP Depth Requirements

ROP DISPLAY COLUMNS	COLUMN WIDTHS PICAS	COL. WIDTHS INCHES
1	11	1.833
2	22.9	3.792
3	34.6	5.750
4	46.3	7.708
5	58	9.667
Gutters: .125"		

14. ROP Space Reservations and Copy Deadlines

	SPACE RESERVATION	COPY DEADLINE
Monday	Thurs., Noon	Thurs., 5 p.m.
Tuesday	Fri., Noon	Fri., 5 p.m.
Wednesday	Fri., 5 p.m.	Mon., Noon
Thursday	Mon., 5 p.m.	Tues., 5 p.m.
Friday	Tues., 5 p.m.	Wed., 5 p.m.
Saturday	Wed., 5 p.m.	Thurs., 5 p.m.
Sunday Travel, Hi-Tech	Wed., 5 p.m.	Thurs., 5 p.m.
Sunday Classified	Wed., 5 p.m.	Thurs., 5 p.m.
Sunday HP, ROP	Thurs., 5 p.m.	Thurs., 5 p.m.
Saturday ROP,		
Real Estate	Wed., Noon	Wed., 5 p.m.

15. Electronic File Requirements

PDF file preferred with all fonts embedded as a color composite or black & white.

Applications supported:
 Multi-ad Creator 4.0.5 (or earlier)
 Quark Express 4.1.1 (or earlier)
 Adobe Photoshop 6.0 (or earlier)
 Microsoft Word Document
 All files saved as: .jpg, .eps, .tif, .doc

Email: heraldads@ctcentral.com
realestate@newbritainherald.com
 Email file size restriction: 2mg
 FTP delivery available, call for details.
 860-225-4601 x 265 for more information

16. Special Classification Rates

	PER COLUMN INCH	
	Daily	Sunday
Charitable	\$21.61	\$30.10
Promotion	\$22.61	\$36.17
*Political	\$30.46	\$39.87

*Some political advertisers may be eligible for contract rates and applicable discounts based on meeting selection criteria as established by law and adherence to company policy, terms, and conditions.

TV CHANNELS (Sunday Insertion)

	per inch	Full Page
Open	\$38.47	\$1153.87
13x	\$34.23	\$1026.44
26x	\$31.16	\$934.91
52x	\$25.38	\$761.13

HERALD EXTRA/BERLIN EXTRA

Total Market Coverage Product
 Mailed free each week to over 20,114 non-subscribers in the city of New Britain. Publication designed for Thursday and Friday U.S. Postal Service delivery. Exact quantities must be verified by pre-print manager prior to placement.
 Combination cost per inch.....\$9.86

17. Classified Rates

Per Col. Inch	Daily	Sunday
OPEN RATE	\$25.92	\$33.62
HELP WANTED	\$24.68	\$38.47

CONTRACT RATES

	Daily	Sunday
100"	\$18.56	\$27.73
250"	\$16.87	\$26.82
500"	\$16.57	\$23.60
1,000"	\$16.11	\$23.45
2,500"	\$15.65	\$23.14
5,000"	\$15.32	\$22.23
7,500"	\$14.88	\$20.85
10,000"	\$14.12	\$19.02

18. Sunday Color Comics

	Full Page	1/2 Page	1/3 Page
Open	\$2,222	\$1,313	\$877
13x	\$2,157	\$1,274	\$851
26x	\$2,085	\$1,248	\$834
52x	\$2,000	\$1,186	\$792

19. Magazine

USA WEEKEND (Sunday Morning)

20. Circulation

DAILY 12,155 SUNDAY 24,238

Source: Audit Bureau of Circulations, Total Average Paid Circulation for 12 months.