

Standardized Sizes. Higher Visibility. More Impact. Better Results.

Introducing Modular Ad Units.

Modular ad units on the newly designed pages of Journal Register Company newspapers will help make your advertisement stand out and achieve better results.

Using logical page portions—full, half, quarter, eighth, etc.—instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other Connecticut newspapers and media, including magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find information on our 27 modular ad sizes.

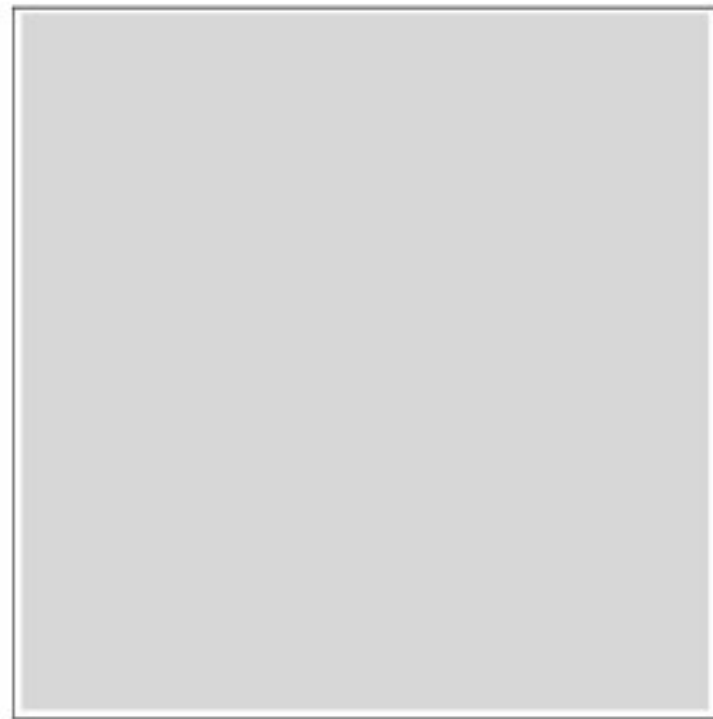




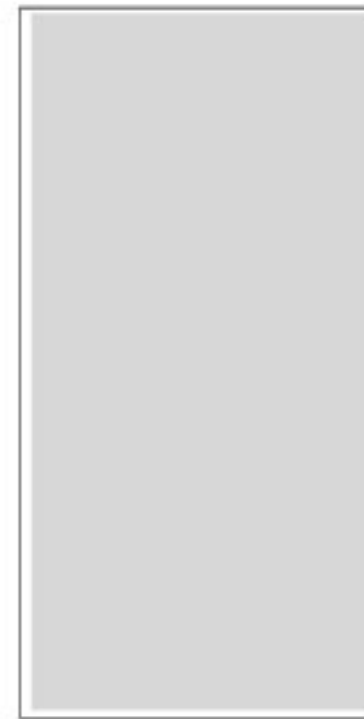
Skybox Page
Build size: 2.5" x .75"



Front Page Banner
6 col. x 3"
Build size: 9.89" x 3"



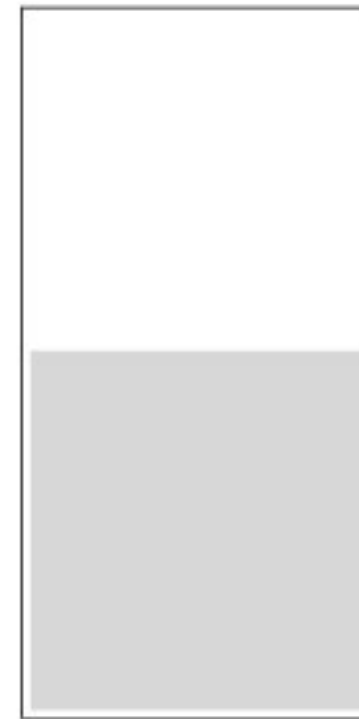
Double Truck Broadsheet
13 col. x 20"
Build size: 20.295" x 20"



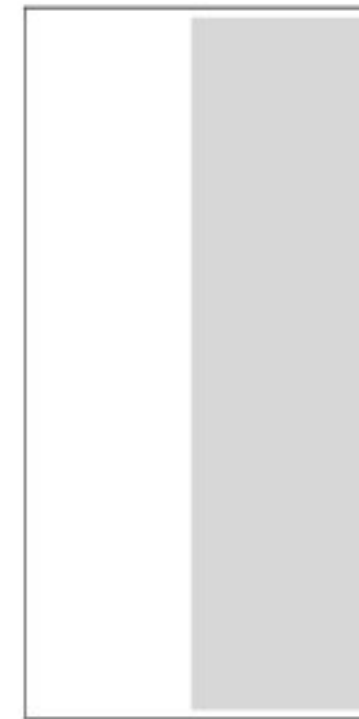
Full Page
6 col. x 20"
Build size: 9.89" x 20"



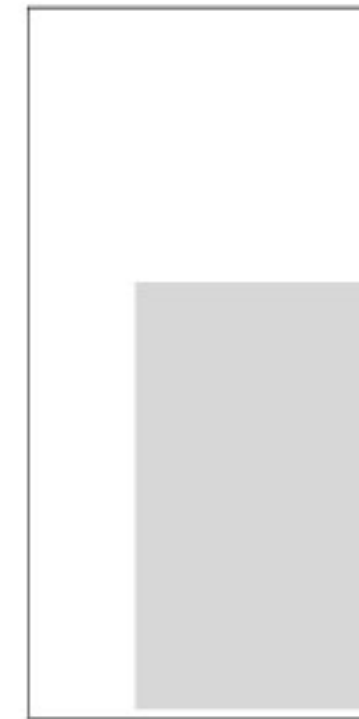
3/4 Page
5 col. x 18"
Build size: 8.22" x 18"



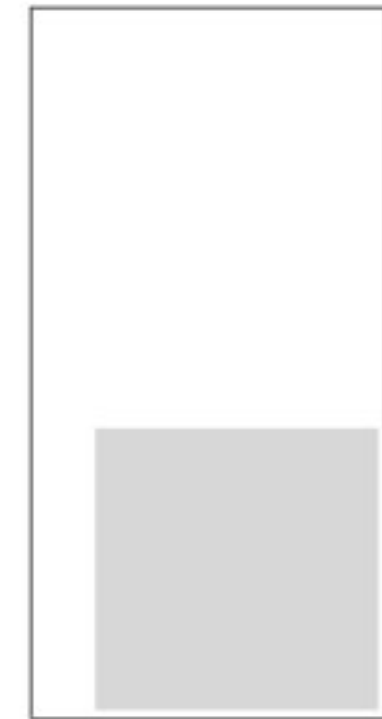
1/2 Page (H)
6 col. x 10"
Build size: 9.89" x 10"
(Full Page Tab)
Build size: 9.89" x 9.6"



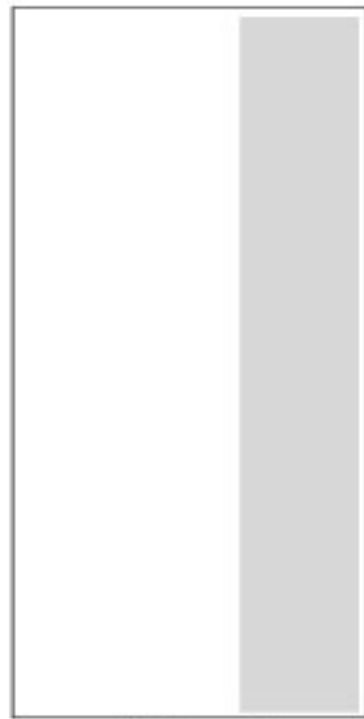
1/2 Page (V)
3 col. x 20"
Build: 4.89" x 20"



2/5 Page
4 col. x 12"
Build: 6.56" x 12"



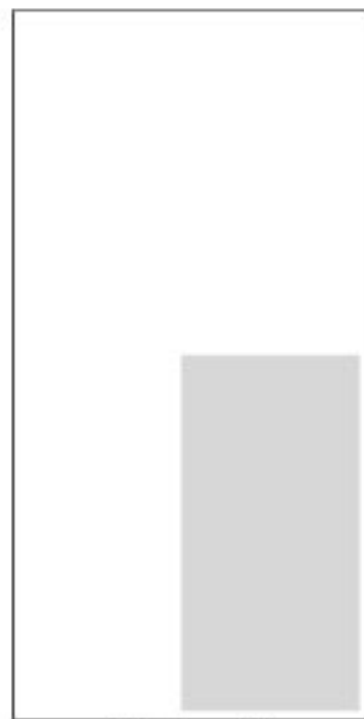
1/3 Page (H)
5 col. x 8"
Build size: 8.22" x 8"
(2/3 Page Tab)
Build size: 8.22" x 8"



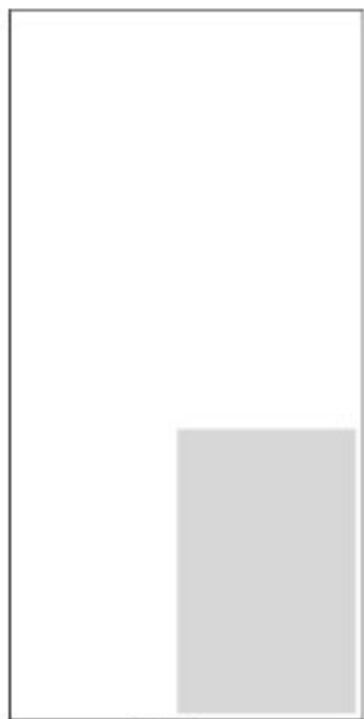
1/3 Page (V)
2 col. x 20"
Build size: 3.22" x 20"



1/4 Page (H)
6 col. x 5"
Build size: 9.89" x 5"
(1/2 Page (H) Tab)
9.89" x 4.75"



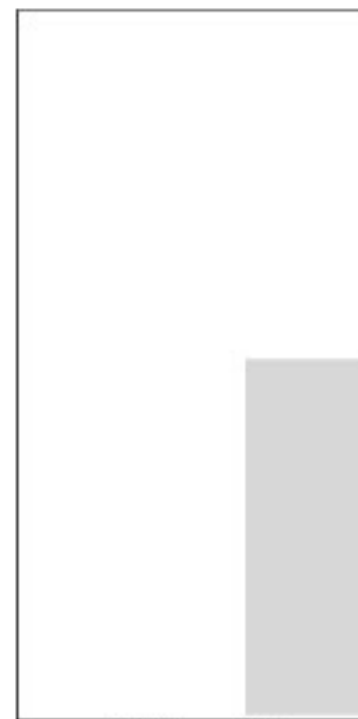
1/4 Page (V)
3 col. x 10"
Build size: 4.89" x 10"
(1/2 Page (V) Tab)
Build size: 4.89" x 9.6"



1/5 Page
3 col. x 8"
Build size: 4.89" x 8"
(2/5 Page Tab)
Build size: 4.89" x 8"



1/6 Page (H)
4 col. x 5"
Build size: 6.56" x 5"
(1/3 Page (H) Tab)
Build size: 6.56" x 4.75"



1/6 Page (V)
2 col. x 10"
Build size: 3.22" x 10"
(1/3 Page (V) Tab)
Build size: 3.22" x 9.6"



3/20 Page
3 col. x 6"
Build size: 4.89" x 6"
(3/10 Page Tab)
Build size: 4.89" x 6"



1/8 Page
3 col. x 5"
Build size: 4.89" x 5"
(1/4 Page Tab)
Build size: 4.89" x 4.75"



1/10 Page
3 col. x 4"
Build size: 4.89" x 4"



1/12 Page
2 col. x 5"
Build size: 3.22" x 5"
(1/6 Page Tab)
Build size: 3.22" x 4.75"



1/16 Page
3 col. x 2.5"
Build size: 4.89" x 2.5"
(1/8 Page Tab)
Build size: 4.89" x 2.31"



2/30 Page
2 col. x 4"
Build size: 3.22" x 4"
(2/15 Page Tab)
Build size: 3.22" x 4"



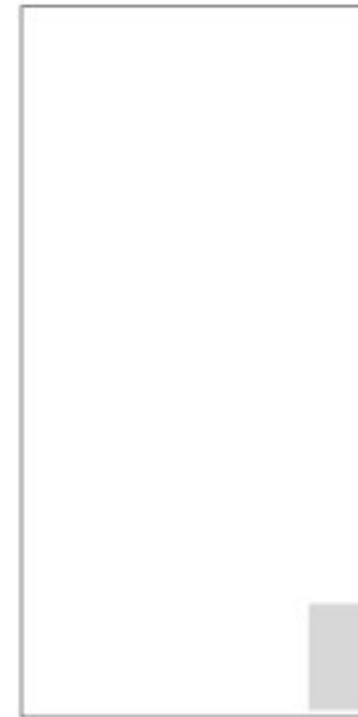
1/20 Page
2 col. x 3"
Build size: 3.22" x 3"
(1/10 Page Tab)
Build size: 3.22" x 3"



1/30 Page (H)
2 col. x 2"
Build size: 3.22" x 2"
(1/15 Page (H) Tab)
Build size: 3.22" x 2"



1/30 Page (V)
1 col. x 4"
Build size: 1.56" x 4"
(1/15 Page (V) Tab)
Build size: 1.56" x 4"



1/40 Page
1 col. x 3"
Build size: 1.56" x 3"
(1/20 Page Tab)
Build size: 1.56" x 3"



1/60 Page
1 col. x 2"
Build size: 1.56" x 2"
(1/30 Page Tab)
Build size: 1.56" x 2"



Double Truck Tab
13 col. x 9.6"
Build size: 20.295" x 9.6"

Our hyperlocal Connecticut media outlets reach **1,922,590 print readers*** and **1,394,520 unique online visitors**** each month.

Each month we help thousands of local businesses like yours achieve their goals. We can also help you maximize your search engine marketing with customized Search Engine Optimization (SEO) and website development programs.

Put the power of Connecticut's premier media outlet to work for your business.

**To get started
Call 860-347-3331, ext 5 TODAY!!**

Sources: *Scarborough 2009/2010 R2; Audit Bureau of Circulation, 2010 (weekly publications based on two readers per copy).
**Omniture, March 2011.

ON THE WEB AT WWW.WESTHARTFORDNEWS.COM
WEST HARTFORD NEWS
ESTABLISHED 1851

THE LITCHFIELD COUNTY TIMES

THE REGISTER CITIZEN

THE SIMSBURY NEWS
AND The Foothills Trader

MILFORD-ORANGE
Bulletin

THE LITCHFIELD NEWS
AND The Foothills Trader

THE HOUSATONIC TIMES

New Haven Register

Post-Chronicle

THE AVON NEWS
AND The Foothills Trader

SHORELINE
TIMES

THE MIDDLETOWN PRESS

Thomaston Express

THE CANTON NEWS
AND The Foothills Trader

the Dolphin

The Foothills Trader

MINUTEMAN

THE GRANBY NEWS

THE MIDDLETOWN PRESS

Broadsheet	OPEN RATE Daily
Open Rate	\$19.84
Skybox	\$238.08
Front page Banner	\$357.12
Dbl truck broadsheet	\$5,158.40
Full page	\$2,380.80
3/4 page	\$1,785.60
1/2 page	\$1,190.40
2/5 page	\$952.32
1/3 page	\$793.60
1/4 page	\$595.20
1/5 page	\$476.16
1/6 page	\$396.80
3/20 page	\$357.12
1/8 page	\$297.60
1/10 page	\$238.08
1/12 page	\$198.40
1/16 page	\$148.80
2/30 page	\$158.72
1/20 page	\$119.04
1/30 page	\$79.36
1/40 page	\$59.52
1 /60 page	\$39.68

Tab	OPEN RATE Daily
Open Rate	\$19.84
Dbl truck tab	\$2,476.03
Full page tab	\$1,142.78
2/3 page	\$793.60
1/2 page	\$565.44
2/5 page	\$476.16
1/3 page	\$376.96
3/10 page	\$357.12
1/4 page	\$282.72
1/6 page	\$188.48
1/8 page	\$137.49
2/15 page	\$158.72
1/10 page	\$119.04
1/15 page	\$79.36
1/20 page	\$59.52
1/30 page	\$39.68

2011 Modular Rate Card