Classified Advertising Rate Card • No. 34 • Rates Effective January 1, 2017

The Day Publishing Company
47 Eugene O'Neill Drive
P.O. Box 1231
New London, CT 06320-1231
Phone: 860-442-2200 • 800-542-3354
Fax: 860-437-8780
Email: advertising1@theday.com
Published 7 days per week, 365 days per year

Personnel

Classified Manager
Richard Zesk . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4250

Publisher
Gary Farrugia . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4202

Director of Advertising
Bob Briere . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4203

General Sales Manager
David Gellar . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4291

Custom Publications & Tourism Manager
Bence Strickland . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4254

Advertising Operations Manager
Christine Brown . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4488

Call Center Manager
Billie Jean Durgin . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4276

Day Direct & Specialty Products Manager
Mike Flaig . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4234

National Accounts Manager
Richard Zesk . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4285

Credit Manager
Jacqelyn Ryan . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 860-701-4204

REPRESENTATIVES
U.S. Suburban Press, Inc.
428 East State Parkway, Suite 226
Schaumburg, IL 60173
847-490-6000

Commissions and Terms of Payment

a. All rates are net and non-commissionable.
b. Advertising must be paid for in advance unless prior credit has been established.
c. Payment terms are net 25 days from billing date. Thereafter, a finance charge of 1.5% per month, which is an annual percentage rate of 18%, will be added to all delinquent accounts. All returned checks are subject to a $15 handling fee.
d. Payment for transient customers is due at time of order.
e. Any bill rendered to an agency and/or advertiser shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated, unless written objection is made thereto by the agency and/or advertiser within thirty (30) days from the rendering thereof.
f. Billing disputes are to be resolved in a timely manner. Adjustments will not be made to charges for ads over 6 months old.
g. If it is necessary to force collection for any amount due, all collection costs, including reasonable attorneys' fees and costs, shall be paid by the advertiser.
h. Visa, Discover, and MasterCard are accepted.

Advertising Policies

a. The Day reserves the right to revise advertising rates at any time. Current advertisers will be notified 30 days prior to rate adjustment. The advertiser has the right to cancel, without penalty, prior to the time new rates are made effective by The Day.
b. The receipt of a contract or order is construed as an acceptance of all the rates and conditions under which advertising space is, at the time, sold by The Day.
c. When two or more discounts are involved in a purchase, only the highest discount is applicable.
## Classified Advertising Rates

### Open Rate

<table>
<thead>
<tr>
<th>Description</th>
<th>Daily ($/column inch)</th>
<th>Sunday ($/column inch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 inch annual bulk contract</td>
<td>$28.55</td>
<td>$32.55</td>
</tr>
<tr>
<td>250 inch annual bulk contract</td>
<td>$26.22</td>
<td>$29.90</td>
</tr>
<tr>
<td>500 inch annual bulk contract</td>
<td>$25.75</td>
<td>$29.36</td>
</tr>
<tr>
<td>1,000 inch annual bulk contract</td>
<td>$25.37</td>
<td>$28.92</td>
</tr>
<tr>
<td>3,000 inch annual bulk contract</td>
<td>$24.91</td>
<td>$28.39</td>
</tr>
<tr>
<td>5,000 inch annual bulk contract</td>
<td>$24.74</td>
<td>$28.20</td>
</tr>
<tr>
<td>7,500 inch annual bulk contract</td>
<td>$24.50</td>
<td>$27.93</td>
</tr>
<tr>
<td>10,000 inch annual bulk contract</td>
<td>$24.25</td>
<td>$27.64</td>
</tr>
<tr>
<td>Over 10,000 inch bulk contract</td>
<td>negotiable</td>
<td>negotiable</td>
</tr>
</tbody>
</table>

### Full Page

- 10 col. x 18" (10.188" x 18") ............................. $1,495.00

### Quarter Page

- 5 col. x 9" (5.38" x 9") ................................ $695.00
- 5,000 lines ............................................. $2.80

### Facebook.com/TheDayJOBS

- 7 Day Job Video
- 7 Day TOP JOBS
- 7 Day Job Video

### Mobile

- 7 Days Theday.com
- 7 Day Online display ad
- 7 Day TOP JOBS
- 7 Day Job Video

## Employment Rates - TheDay.Jobs

### Bundled Employment Pkgs

**PRINT:** The Day
- Sunday Full Color Print Ad
  - In Column Referral Ad

**ONLINE:** Theday.jobs
- 7 Day Monster.com
- 7 Day Online display ad
- 7 Day TOP JOBS
- 7 Day Job Video

### SOCIAL MEDIA

- Mobile: 7 Days Theday.com
- Twitter: 7 Days @THEDAYJOBCT
- Facebook.com/TheDayJOBS

### Electronic Ad

- 4:00pm the previous day for Tuesday-Saturday publication; 4:00pm
  Friday for Sunday & Monday publication; 3:30pm Thursday for Friday Real Estate.

### Obituary Notices

- Deadline: 3:00pm 2 days prior to the publication date. Thurs. at 3:00pm for Sun & Mon.
- All In Memoriams and Cards of Thanks will also appear on Legacy.com for $7 for 14 days.

### Milestones

- Sunday ($/column inch) ............................................. $11.00
  - Deadline: Wednesday three weeks prior to the publication date.

### Deadlines

- Classified Business Hours: Monday-Friday 8:00am-4:30pm
  Call 860-701-4200 or to go theday.com/classified

### SPACE RESERVATION

**In-Column:**
- 4:00pm the previous day for Tuesday-Saturday publication; 4:00pm
  Friday for Sunday & Monday publication; 3:30pm Thursday for Friday Real Estate.

### Legals:

- 4:00pm the previous day for Tuesday-Saturday publication;
  Noon on Friday for Sunday and Monday publication.

### Digital Ad

- For Sunday publication; 3:00pm Thursday for Monday publication.
- All space reservations & publication set materials must be received no later than 3:00pm 2 days prior to publication;
  10:00am on Thursday for Sunday publication; 3:00pm Thursday for Monday publication.

### Color Rates

- a. Color requests subject to availability
- b. CMYK Colors
- c. No minimum size requirements

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and one color</td>
<td>$385.00</td>
</tr>
<tr>
<td>Black and two color</td>
<td>$535.00</td>
</tr>
<tr>
<td>Process color</td>
<td>$685.00</td>
</tr>
</tbody>
</table>

Annual contracts available - Call for details.
Reach the New London Market with a Single Media Buy!

- The Day is the leader in New England for combined print and web readership in its primary market. In print alone, The Day reaches 60% of market adults over 7 days.

- theday.com is the region’s most visited website. In a 30-day period, theday.com reaches 50% of all adults—generates 1.5 million visits and 3.5 million pageviews.

- The Day and theday.com reach your best prospects—educated, affluent adults. Together, they reach 81% of college grads, and 81% of households with incomes of $75,000 or more.

Reach a Market with Strong Buying Power

- The Norwich-New London Metro is one of the top 20 metros in the nation in median household income—similar to Boston and Hartford. Its median household income is $66,583—28% higher than the U.S.!

Reach a Skilled Workforce in a Dynamic, Diverse Market

- Defense – U.S. Naval Submarine Base, Electric Boat (a division of General Dynamics), U.S. Coast Guard Academy.

- Tourism – Foxwoods Resort Casino, Mohegan Sun Resort, Mystic Seaport, Mystic Aquarium, U.S.S. Nautilus Museum (first nuclear submarine).


- Health Care – Lawrence + Memorial Hospital, William Backus Hospital, Westerly Hospital.

Sources: Alliance for Audited Media (formerly ABC); American Opinion Research; Mediamark Research, Inc (MRI) (comparisons of metros with 100,000+ households); Google Analytics.

Electronic Ad Transmission

We prefer ads in PDF format (press optimized, embed all fonts, including system fonts). Please note: the best PDFs are created with Distiller versus from the application itself.

The Day currently uses Adobe Creative Suite 6 (CS6). We accept ads built in the following programs (include all fonts and support files): InDesign, Photoshop, and Illustrator. If the ad is provided in a different format that we are not able to open, we reserve the right to rebuild the ad as close as possible.

We do not accept ads created in: Microsoft Publisher, Adobe Pagemaker, Microsoft PowerPoint

If you have art but no layout software, please send the graphics separately from the text, and we will be glad to set it for you. (Ads created in Microsoft Word or Excel should be for text only; send graphics as a separate file.)

Please remember the following when working with graphics:

- Color graphics should be converted to CMYK with the “US Web Coated (SWOP) v2” color profile.
- Color or grayscale graphics should be at least 200 dpi (300 for magazine) and saved as a TIF or JPEG (maximum quality) file. We do not recommend graphics from the web (72 dpi); they will print poorly.
- Line art should be at least 600 dpi (1200 for magazine) and Bitmap, not RGB/CMYK/Grayscale.

Email ads to: Advertising1@theday.com and CC your Account Executive.

The subject line must include the account name, publication date and ad size. (Ex: My Store Jan 15 3x5). For files larger than 10MB, please contact your Account Executive for FTP information.

Digital delivery through: AdSend, FastChannel, Ad Transkit

Special Editorial Days/Pages/Features

Sunday: ........................................................Daybreak (features), Jobs (Recruitment), Welcome Home (Real Estate), Business, Perspective
Monday: ....................................................................Daybreak
Tuesday: ..............................................................Daybreak-Food
Wednesday: .................................................................Daybreak-Food
Thursday: ............................................................Night & Day (Entertainment)
Friday: ...........HomeSource (Real Estate), Daybreak Saturday: .....................................................................Wheels, Daybreak

SUNDAY COLOR COMICS

Circulation/Readership

The Day Publishing Company was founded in 1881. Published 7 days per week. Member of Alliance for Audited Media (formerly ABC), Arlington Heights, IL. Current AAM Audit available upon request.

Households in The Day’s Primary Market: 70,752 (est.)

Total Circulation

The Day - Daily ..........................22,976 The Day - Sunday ......................24,057
About 73% of The Day’s weekday and Sunday circulation is home delivered.

Readership Adults in The Day’s Primary Market: 165,420 (est.)

The Day 68,928 (daily) 72,171 (Sunday)

Total (The Day, past 7 days; theday.com, past 30 days; The Times, unduplicated) 159,000 96%

(30 days, theday.com, past 30 days; The Times, unduplicated)

Reach (Source: AAM Audit, June 30, 2016)