

# Times Rate Card

Rate Card No. 34  
Effective January 1, 2017

# 2017



December 4, 2016 Volume 100, No. 48 Seven East Lane, Hamden, Salem, Lyme and Old Lyme, Connecticut www.theday.com

## THE LYME TIMES

### A live holiday

**Fresh trees available at farms, garden centers and roadside stands**

**By ADY BOND**

Christmas Time Farm in the Quaker Hill section of Waterford with its wife the 24 years ago. "We have a lot of repeat customers."

The farm is located on a 100-acre site along with parking lot and "Only Lane," and "White House Lane" marked with hand-drawn signs, and a one-way road leads to the entrance that leads to the farm's lot and further to the 100-acre site.

"It's New England, you know?" he said of the farms, as he and his wife showed the property lines, natural landscape Christmas trees

and other items they were ready to get the season. Families started coming the first weekend in November to get trees, and others would go on the second family day the second weekend in December when there would be refreshments and Mr. and Mrs. Clark would be present. In addition to the new year sale trees, the 100-acre site will provide trees through the year at New Hampshire.

"Last year was our best year. We sold 300

**INSIDE**  
CALENDAR 2  
CLASSIFIED 27

**GIFTS FOR GARDENING**  
Local nurseries offer fun presents for those who garden. **PAGE 3**

**MY PET PAL**  
Feline's a different kind of pet. **PAGE 7**

**SWEET PUMPKINS**  
Garden yields with inspiration against adversity. **PAGE 15**

Have you thought about your advertising effectiveness lately?  
Call Terry Walsh at 860.701.4255 for consultation on all print and online opportunities.

MEMBERSHIP TODAY  
\$250.00 (1 year)  
\$400.00 (2 years)  
\$750.00 (5 years)



47 Eugene O'Neill Dr.  
New London, CT 06320

800.542.3354 | 860.701.4440



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 Published 7 days per week, 365 days per year

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- National Account Manager**  
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- Credit Manager**  
 Jacquelyn Ryan . . . . . 860-701-4204

**REPRESENTATIVES**

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

**Ad Rates**

Any 1 paper.....\$13.65 per column inch (pci)  
 Each additional paper: add \$11.75 per column inch per paper.  
 Additional discounts available with signed frequency contracts.  
 Each publication represents one ad insertion:

13 ads.....52 weeks.....	5% off
13 ads.....26 weeks.....	10% off
13 ads.....13 weeks.....	15% off
26 ads.....26 weeks.....	20% off
26 ads.....52 weeks.....	15% off
52 ads.....52 weeks.....	25% off

Color.....\$3.50 per column inch  
 (Frequency discounts apply)

**Production**

**MECHANICAL MEASUREMENTS**

Cols.	PICAS	INCHES
1	11.028	1.838
2	22.8	3.800
3	34.578	5.763
4	46.35	7.725
5	58.128	9.688

Full depth is 10.25"

**Market Buys**

- All 8 Times papers.....\$64 pci
- Groton, Mystic, Stonington.....\$28 pci
- Lyme, Waterford, New London.....\$28 pci
- Waterford, New London, Groton.....\$28 pci
- New London, Groton, Montville, Thames River.....\$36 pci
- Three paper combination.....\$32 pci

**Modular Ads**

Size	B&W	Color
Full Page (9.688" x 10.458")	\$499	\$650
Half Page (9.688" x 5.145")	\$300	\$375

**Front Page Ad Rates**

4.9" x 2" ..... \$350  
 Front page ads include color. Frequency discounts apply.

**Insert Rates**

(per thousand—one zip code minimum)  
 \$54.25 per thousand for a piece up to .25 oz.  
 \$62.50 per thousand for a piece up to .5 oz.  
 Rates for additional weights upon request.  
 Minimum insert accepted: 5.5" x 8.5"; maximum insert accepted: 11.5" x 11.5"  
 Printing rates available upon request.

**Ad Note Rates**

Frequency	12,500-24,999	25,000-49,999	50,000+
1 time	\$63	\$49	\$47
6 times	\$61	\$47	\$45
12 times	\$58	\$44	\$42
Application only	\$35	\$35	\$35

**Special shapes +\$4/M**      **Backside Print (1 color) +\$2/M**  
**Internal Perforation (on 3x3 only) +\$2/M**      **Coin Reactive Reveal +\$2/M**  
 3"x3". Bleed size is 3.125"x3.125". Image area is 2.875"x2.875".  
 Full color and high gloss varnish at no extra cost. Above rates are cost per thousand.  
 Minimum quantity is 10,000 pieces.

**Print & Deliver**

Half Sheet (5.5" x 8.5")				Single Sheet (8.5" x 11")			
Quantity	Day	Overrun'		Quantity	Day	Overrun'	
5,000-19,999	61	38		5,000-19,999	91	68	
20,000-24,999	59	36		20,000-24,999	86	63	
25,000-49,999	50	27		25,000-49,999	66	43	
50,000-99,999	47	24		50,000-99,999	57	34	
100,000+	45	22		100,000+	54	31	

Jumbo Sheet (10" x 11.5")				Four Tab (11" x 17" folded to 8.5" x 11")			
Quantity	Day	Overrun'		Quantity	Day	Overrun'	
5,000-19,999	93	70		5,000-19,999	109	85	
20,000-24,999	89	66		20,000-24,999	106	82	
25,000-49,999	69	46		25,000-49,999	76	52	
50,000-99,999	60	37		50,000-99,999	74	50	
100,000+	57	34		100,000+	74	50	

70# Gloss Text or Offset included. Four color printing at no extra charge. 2-sided printing at no extra charge. Single fold included in 4-pg. flyer/brochure. FOB New London. Additional Folds at \$8/M. See your Account Executive for additional information or custom requests.

\*An overrun is less than 10% of P&D order. Rates are cost per thousand.

**Graphics/Creative Design Work**

No charge for initial composition work. Changes from the original copy on proofs will be made if time permits. *Proofs are for typographical changes only, and are limited to one proof without incurring additional charges. Additional proofs may be subject to a \$20 proof fee.*

**We can create all of your logos, business cards, brochures and more!**  
**Call for pricing**

**Zone Deals**

- All 7 Shore Publishing weeklies\* .....\$74 pci
- All 8 Times weeklies\*\* .....\$64 pci
- All 15 Shore & Times weeklies.....\$138 pci

\*Shore Publishing weeklies are west of the Connecticut River: East Haven Courier, Guilford Courier, Harbor News, North Haven Courier, The Sound, The Source, Valley Courier  
 \*\*Times weeklies are east of the Connecticut River: Groton Times, Lyme Times, Montville Times, Mystic Times, New London Times, Stonington Times, Thames River Times, Waterford Times

**Deadline**

5:00pm Tuesday, 9 days prior to Thursday publication.

the **GROTON** times

GROTON CITY, GROTON TOWN  
Population – 40,190  
Median family income – \$59,887  
**Total Circulation – 12,603**

the **LYME** times

EAST LYME, SALEM, NIAN TIC, LYME, OLD LYME  
Population – 30,781  
Median family income – \$90,466  
**Total Circulation – 14,998**

the **MONTVILLE** times

MONTVILLE, OAKDALE, UNCASVILLE  
Population – 19,505  
Median family income – \$67,734  
**Total Circulation – 7,146**

the **MYSTIC** times

MYSTIC, OLD MYSTIC, WEST MYSTIC,  
GROTON LONG POINT, NOANK  
Population – 15,195  
Median family income – \$79,802  
**Total Circulation – 6,929**

the **NEW LONDON** times

NEW LONDON  
Population – 27,550  
Median family income – \$45,509  
**Total Circulation – 11,439**

the **STONINGTON** times

STONINGTON, STONINGTON BOROUGH,  
NORTH STONINGTON, PAWCATUCK  
Population – 23,754  
Median family income – \$78,939  
**Total Circulation – 8,449**

the **THAMES RIVER** times

GALES FERRY, LEDYARD, PRESTON  
Population – 19,745  
Median family income – \$82,797  
**Total Circulation – 7,745**

the **WATERFORD** times

WATERFORD, QUAKER HILL  
Population – 19,451  
Median family income – \$72,036  
**Total Circulation – 8,700**

total **TIMES** circulation  
77,985

**EAST HAVEN** courier

EAST HAVEN  
Population – 29,151  
Median family income – \$63,136  
**Total Circulation – 9,700**

**GUILFORD** courier

GUILFORD  
Population – 22,272  
Median family income – \$95,085  
**Total Circulation – 7,985**

**HARBOR** news

CLINTON, WESTBROOK, OLD SAYBROOK  
Population – 30,489  
Median family income – \$71,964  
**Total Circulation – 10,588**

**NORTH HAVEN** courier

NORTH HAVEN  
Population – 23,981  
Median family income – \$81,789  
**Total Circulation – 8,331**

the **SOUND**

BRANFORD, NORTH BRANFORD, NORTHFORD  
Population – 42,455  
Median family income – \$13,997  
**Total Circulation – 12,947**

the **SOURCE**

MADISON, KILLINGWORTH  
Population – 24,742  
Median family income – \$106,187  
**Total Circulation – 8,725**

**VALLEY** courier

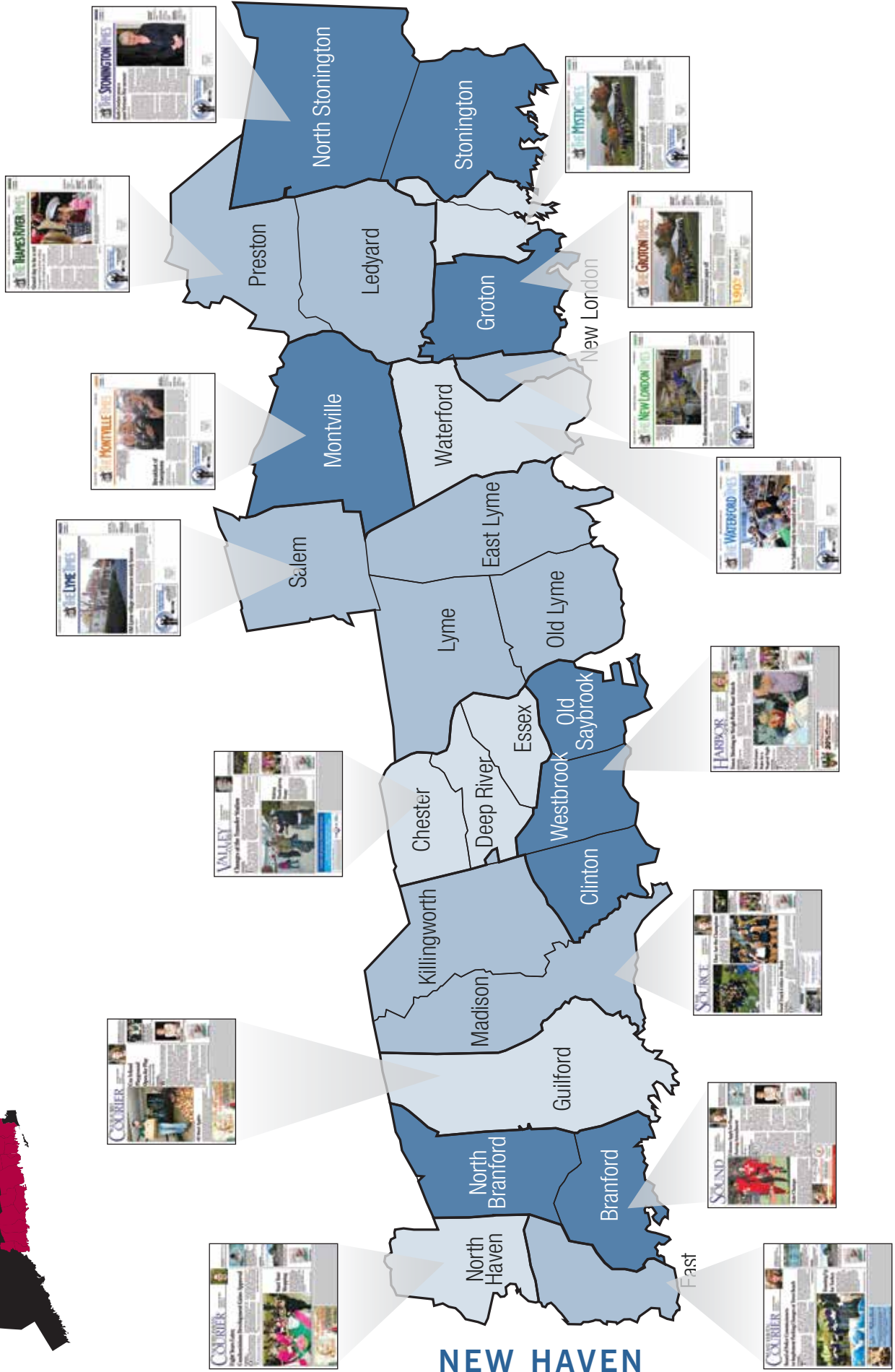
ESSEX, IVORYTON, CENTERBROOK,  
CHESTER, DEEP RIVER  
Population – 15,333  
Median family income – \$80,202  
**Total Circulation – 5,809**

total **SHORE** circulation  
64,085

total circulation of  
**times & shore 142,070**

# Market Reach

## RHODE ISLAND



## NEW HAVEN

Shore Circulation: 64,085 • Times Circulation: 77,985

# Total Circulation 142,070