Rate Card No. 35
Effective January 1, 2018

47 Eugene O’Neill Dr.
New London, CT 06320
800.542.3354
860.701.4440
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: advertising@theday.com
Published 7 days per week, 365 days per year

Classified Manager
Richard Zesk ............................................. 860-701-4250
President and Publisher
Pat Richardson ........................................... 860-701-4207
Chief Revenue Officer
Michael Moses .......................................... 860-701-4221
General Sales Manager
Randy Murano ........................................... 860-701-4421
General Operations Manager
Christine Brown ......................................... 860-701-4488
Digital Solutions Manager
Aaron Witko .............................................. 860-701-4332
Day Direct & Custom Publications Manager
Lisa Brown ............................................... 860-701-4294
Senior Administrative Manager
Jennifer Keefe ............................................ 860-701-2420
Marketing & Partner Relations Manager
Jaclyn Nardone ......................................... 860-701-4304
Credit Manager
Lynn Gilman ............................................... 860-701-4204

REPRESENTATIVES
U.S. Suburban Press, Inc.
428 East State Parkway, Suite 226
Schaumberg, 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.
e. Payment for transient customers is due at time of order.
f. 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.
g. Billing disputes are to be resolved in a timely manner. Adjustments will not be
made to charges for ads over 6 months old.
h. 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.
i. 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
c. When two or more discounts are involved in a purchase, only the highest
discount is applicable.
e. All advertising is subject to the approval of The Day. The Day shall have the
right to revise, reject or cancel, in whole or in part, any advertisement at any time
for any or no reason. No advertising shall be deemed accepted by The Day until
the time such advertising is actually published.
f. Advertising will not be accepted if contingent on position. Every effort will
be made to accommodate reasonable position requests. Failure to meet these
requests will not constitute cause for adjustment, refund or re-run.
g. The Day assumes no financial responsibility for non-publication or for
 typographical errors in advertisements, but will reprint that part of an
advertisement in which an error occurs if it seriously alters the meaning or effect
of the ad. Advertisers must notify the management within 24 hours of any error.
The Day’s liability shall be limited to the amount paid by the advertiser for the
first insertion only and excludes consequential damages of any kind. The Day
will not be responsible for errors or offer any form of credit on advertising
submitted and accepted after the published deadline. Disputes unresolved after
30 days may affect credit eligibility.
h. Advertisements published by The Day, utilizing copy or illustrations, or created in
whole or in part by the facilities of The Day, together with the copyrights thereof,
shall be the exclusive property of The Day and shall not be reproduced or copied
without its written consent.
i. Cancellation of any order for advertising space will not be accepted by The Day
after the published cancellation deadline.
j. If ad copy is not received by the production deadline thus resulting in filling ad
space or altering the layout a $150 production fee will be assessed to your
account.
k. Advertiser and/or advertising agency agrees to defend and indemnify The Day,
its officers, agents, employees and contractors against any and all liability, loss or
expenses, including reasonable attorneys’ fees, resulting from the publication of
advertiser’s advertisement, including, but not limited to, claims of libel,
plagiarism, unfair competition, unfair trade practices, infringements of
trademarks, copyrights, trade names, patents or proprietary rights, or violation
of rights of privacy.
l. Contracts become effective the first day of the month in which they are
accepted by The Day.
m. CONTRACT SHORT/REFUND: Performance will be assessed at the end of the
advertising contract period. A credit rebate may be issued or the account will be
charged, based on the actual contract level achieved, according to this rate card.
n. Brokered advertising is not accepted in any form,ROP or preprint.
o. Attack upon, or criticism of, individuals, firms or products will not be accepted.
p. Home improvement contractors, financial & lending companies, moving
companies and day care providers must be licensed with the State of CT and
are required to display their license number in all forms of advertising.
q. Political advertising must be prepaid. Identification of who is paying for the
space must be published in all ads. Ads with controversial content must run 5
days prior to Election Day to allow time for rebuttal. The Day reserves the right to
insert the words “political advertisement” in all political ads.

Services

a. 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.
b. Upon request, proofs will be sent electronically from our Advertising Ad proofing
service to a provided e-mail account, emailed or delivered by request.
c. All proofs must be approved by 4:00pm on requested date*. No action implies
the ad is approved as is. *HomeSource, group pages and Sunday Advanced must clear by
1:00pm.
d. Ads submitted after the published deadline will not receive a proof and The Day
assumes no financial responsibility for non-publication or for typographical
errors in the advertisement.
e. Late ad approval is at the discretion of The Day depending on in-house
Advertising Services workflow.
f. Speculative ad design is available free of charge.
g. Electronic transmission or PDFs of completed ads appearing in a Day
publication will be provided to advertisers or to another media upon the
advertiser’s request, with permission of the publisher. The ad must appear first in
a Day product.
h. Tear sheets are available online at http://ts.theday.com. Paper tear sheets are
available at the cost of $5 for each requested copy.
i. The Day offers advertisers a free co-op service. To make use of your available
co-op money, call 860-701-4291.
Classified Advertising Rate Card  •  No. 35  •  Rates Effective January 1, 2018

Classified Advertising Rates

<table>
<thead>
<tr>
<th>Daily ($/column inch)</th>
<th>Sunday ($/column inch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$32.50</td>
</tr>
<tr>
<td>150 inch bulk contract</td>
<td>$28.55</td>
</tr>
<tr>
<td>250 inch bulk contract</td>
<td>$26.22</td>
</tr>
<tr>
<td>500 inch bulk contract</td>
<td>$24.91</td>
</tr>
<tr>
<td>1,000 inch bulk contract</td>
<td>$24.75</td>
</tr>
<tr>
<td>3,000 inch bulk contract</td>
<td>$24.50</td>
</tr>
<tr>
<td>5,000 inch bulk contract</td>
<td>$24.74</td>
</tr>
<tr>
<td>7,500 inch bulk contract</td>
<td>$24.50</td>
</tr>
<tr>
<td>Over 10,000 inch bulk contract</td>
<td>negotiable</td>
</tr>
</tbody>
</table>

Frequency Display Discounts

- 2nd insertion: 25% discount
- 3rd-6th insertion: 50% discount

Ads must run within six days of first insertion.

Transient In-Column Rates

<table>
<thead>
<tr>
<th>Level</th>
<th>Daily ($/line)</th>
<th>Sunday ($/line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 days/skip day</td>
<td>$5.00</td>
<td>$5.75</td>
</tr>
<tr>
<td>3-6 consecutive days</td>
<td>$4.00</td>
<td>$4.60</td>
</tr>
<tr>
<td>7-30 consecutive days</td>
<td>$3.50</td>
<td>$4.03</td>
</tr>
</tbody>
</table>

Four line minimum daily. Rates are charged per line, per day.

Classified Contracts (Annual)*

<table>
<thead>
<tr>
<th>In-Column</th>
<th>Daily ($/line)</th>
<th>Sunday ($/line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>450 lines/yr</td>
<td>$2.87</td>
<td>$3.27</td>
</tr>
<tr>
<td>700 lines/yr</td>
<td>$2.71</td>
<td>$3.09</td>
</tr>
<tr>
<td>1,200 lines/yr</td>
<td>$2.50</td>
<td>$2.85</td>
</tr>
<tr>
<td>2,300 lines/yr</td>
<td>$2.39</td>
<td>$2.72</td>
</tr>
<tr>
<td>4,500 lines/yr</td>
<td>$2.28</td>
<td>$2.60</td>
</tr>
<tr>
<td>7,000 lines/yr</td>
<td>$2.12</td>
<td>$2.42</td>
</tr>
<tr>
<td>10,000 lines/yr</td>
<td>$2.05</td>
<td>$2.34</td>
</tr>
<tr>
<td>15,000 lines/yr</td>
<td>$1.86</td>
<td>$2.12</td>
</tr>
<tr>
<td>5 lines daily for 1 year**</td>
<td>$2.00</td>
<td>$2.30</td>
</tr>
<tr>
<td>7 lines daily for 1 year**</td>
<td>$1.80</td>
<td>$2.07</td>
</tr>
</tbody>
</table>

*All in-column classified advertising in The Day will also appear on theday.com for only $1 per ad, per day. In-column classified billed at 12 lines per inch, 10 columns to a page.

**Non-cumulative; must publish every day.

Legal Notice (10 col.)

<table>
<thead>
<tr>
<th>Daily ($/line)</th>
<th>Sunday ($/line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Column</td>
<td>$2.90</td>
</tr>
<tr>
<td>Affidavit Charge</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

All legal notices will appear on theday.com for only $1 per ad per day.

Obituary Notices

| Daily/Sunday ($/column inch) | $29.40 |

Charged to Funeral Directors only. Deadline 4:30pm prior to publication.

In Memoriams, Cards of Thanks

| Daily/Sunday ($/column inch) | $35.00 |

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.

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 2 days prior for Tuesday-Saturday publication; Noon on Friday for Sunday and Monday publication.

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

Electronic Ad material must be received 10:00am 2 days prior to publication; Friday by 10:00am for Monday publication. Cancellation times are the same as reservation times.

Double Truck Ads 3:00pm, 5 days prior to publication

SPECIAL ANNUAL SECTIONS

President’s Day Automotive February Fall Auto Premier October

SPECIAL FEATURES

HomeSource – Real Estate Every Friday
Welcome Home – Real Estate Every Sunday
Wheels – Automotive Every Saturday
TheDay.Jobs – Recruitment Every Sunday
Save-A-Life – Pet Page Last Sunday Each Month

Color Rates

- a. Color requests subject to availability
- b. CMYK Colors
- c. No minimum size requirements
- Black and one color $385.00
- Black and two color $535.00
- Process color $685.00

Bundled Employment Pkgs

All Packages include:
- 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

Eighth Page 5 col. x 4.25” (5.38” x 4.25”) $495.00
Quarter Page 5 col. x 9” (5.38” x 9”) $695.00
Half Page 10 col. x 9” (10.188” x 9”) $995.00
Full Page 10 col. x 18” (10.188” x 18”) $1,495.00

DIGITAL
(300px x 250px) or (180px x 150px)

Annual contracts available - Call for details.
Electronic Ad Transmission

We prefer ads in PDF/X-1a format (press optimized, embed all fonts, including system fonts). TIFF or EPS files are also accepted.

Native application: We accept Adobe CC InDesign, Photoshop and Illustrator files. We do not accept files submitted from Quark Express, Adobe PageMaker or any Microsoft programs (Microsoft programs should NOT be used to prepare any digital files due to the inherent limitations of the software). 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. 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.

Please remember the following when working with graphics:
- Color should be converted to CMYK. No Pantone (PMS), RGB or Spot Colors will be recognized.
- Any files submitted that use other color profiles will be converted to CMYK which may shift colors.
- Color or grayscale graphics should be at least 172-250 dpi (300 for magazine) and saved as a TIF or JPEG (maximum quality) file at the full size used in creative. We do not recommend graphics collected from the web as they are 72 dpi and RGB so they will print poorly and look jagged.
- Line art should be at least 600 dpi (1200 for magazine) and Bitmap, not RGB/CMYK/Greyscale.
- Text: The use of Rich Black, Registration or 4/4 black type should be avoided. For clarity and readability we recommend minimum: 8pt Black text, 14pt using two or more overprinting inks.

Email ads to: Advertising@theday.com and 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 file transfer information.

Digital delivery through: www.theday.com/adsubmission

Reach the New London Market with a Single Media Buy!
• The Day is the leader in New England for combined print and web reach. Together, they reach 81% of college grads, and 81% of households with incomes of $75,000 or more.

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).
• Education – University of Connecticut, Connecticut College, Mitchell College, Three Rivers Community College, University of New Haven (branch), Rensselaer (branch).
• 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.