

Classified RATECARD



The Day

Page 01

NEW LONDON

U.S. stocks shattered milestones in 2017

Rebounding world economy, stronger American employment kept market on upward trend

By ALEX WIGSA
The Standard & Poor's 500 index, which rose 21.8 percent in 2017, shattered its record high of 2,009.50 on Dec. 29, 2017, closing at 2,090.76. The index's rise was driven by a combination of factors, including a rebound in global economic growth, a strong U.S. labor market, and a rise in corporate earnings. The S&P 500 index finished the year with a gain of 21.8 percent, the highest annual gain since 2009. The Dow Jones Industrial Average also rose 21.8 percent, while the Nasdaq Composite rose 28.9 percent.

Region faces more bitter cold, snow

Arctic air has led to broken records in the Northeast

By BENJAMIN KALL
After almost 50 years of setting records, the Northeast region is experiencing its coldest winter yet. Arctic air has led to broken records in the Northeast, with temperatures dropping to historic lows. Snowfall totals are also high, with many areas receiving over 20 inches of snow. The weather is expected to continue through the end of the year.

Stuck between a rock and the airspace

Apport corporation will be displacing Westley Airways' flights

By BRADY HOSKINS
Apport Corporation will be displacing Westley Airways' flights at the Apport Airport. The new corporation will be operating flights to and from the airport, which will be a significant change for the local aviation community. The displacement is expected to begin in early 2018.

Valenti brothers see state as a powerful 'underdog'

Joel and Robert, both managers in their family's auto business, bucked millennial trends by coming home

By BRADY HOSKINS
Joel and Robert Valenti, both managers in their family's auto business, bucked millennial trends by coming home to Connecticut. The brothers have built a successful business in the state, and they are proud to be part of the local community. They see Connecticut as a powerful 'underdog' state with many opportunities for growth.

Valenti brothers

CONNECTICUT MILLENNIALS 1981 - 1997

WHY MILLENNIALS WHY CONNECTICUT?
Millennials - those between 20 and 35 as of this year - represent the largest population group in Connecticut at more than 10 percent. But the state is doing well for the next generation. Connecticut has a strong economy, a high quality of life, and a supportive environment for young professionals. The state is attracting many millennials who are drawn by the area's diversity, small-town feel, and vibrant creative and non-corporate job opportunities.

COMING SUNDAY

News: As a ship pilot, Richard Willetts handles the day's traffic in the busy New London harbor. The harbor is a vital part of the local economy, and Willetts is responsible for ensuring that all ships are safely and efficiently managed.

TOP STORIES 2017: DERBY TRIPS PROMPT CHANGES

The 2016 derby season was a success for the Connecticut Thoroughbred Association. The association has implemented several changes to improve the racing experience for fans and to ensure the safety of the horses. These changes include improved track conditions and enhanced security measures.

TODDLER BEGAN BRAZE

A toddler in New London has begun a 'braze' campaign, which is a form of protest. The child is expressing their views on a local issue, and the community is watching with interest. The braze is a unique form of activism, and it has sparked a conversation about children's rights and civic engagement.

Rate Card No. 35
Effective January 1, 2018



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

800.542.3354
860.701.4440

2018



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REPRESENTATIVES


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Commissions and Terms of Payment

- All rates are net and non-commissionable.
- Advertising must be paid for in advance unless prior credit has been established.
- 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.
- Payment for transient customers is due at time of order.
- 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.
- Billing disputes are to be resolved in a timely manner. Adjustments will not be made to charges for ads over 6 months old.
- 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.
- Visa, Discover, and MasterCard are accepted. 

Advertising Policies

- 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.
- 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.
- When two or more discounts are involved in a purchase, only the highest discount is applicable.
- 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.
- The Day reserves the right to insert the words "paid advertisement" in all ads.
- 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 rerun.
- 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.

- 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.
- Cancellation of any order for advertising space will not be accepted by The Day after the published cancellation deadline.
- 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.
- 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.
- Contracts become effective the first day of the month in which they are accepted by The Day.
- CONTRACT SHORT/REBATE:** 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.
- Brokered advertising is not accepted in any form, ROP or preprint.
- Attack upon, or criticism of, individuals, firms or products will not be accepted.
- 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.
- 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

- 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.**
- Upon request, proofs will be sent electronically from our Advertising Ad proofing service to a provided e-mail account, emailed or delivered by request.
- 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 3:00pm.
- 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.
- Late ad approval is at the discretion of The Day depending on in-house Advertising Services workflow.
- Speculative ad design is available free of charge.
- 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.
- Tearsheets are available online at <http://ts.theday.com>. Paper tearsheets are available at the cost of \$5 for each requested copy.
- The Day offers advertisers a free co-op service. To make use of your available co-op money, call 860-701-4291.

Classified Advertising Rates

	Daily (\$/column inch)	Sunday (\$/column inch)
Open Rate	\$32.50	\$37.80
150 inch annual bulk contract	\$28.55	\$32.55
250 inch annual bulk contract	\$26.22	\$29.90
500 inch annual bulk contract	\$25.75	\$29.36
1,000 inch annual bulk contract	\$25.37	\$28.92
3,000 inch annual bulk contract	\$24.91	\$28.39
5,000 inch annual bulk contract	\$24.74	\$28.20
7,500 inch annual bulk contract	\$24.50	\$27.93
10,000 inch annual bulk contract	\$24.25	\$27.64
Over 10,000 inch bulk contract	negotiable	

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

Level	Daily (\$/line)	Sunday (\$/line)
1-2 days/skip day	\$5.00	\$5.75
3-6 consecutive days	\$4.00	\$4.60
7-30 consecutive days	\$3.50	\$4.03

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

Classified Contracts (Annual)*

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

*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.



Employment Rates - TheDayJobs

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.

Transient In-Column Rate	Daily (\$/line)	Sunday (\$/line)
1-2 days	\$6.00	\$6.90
3-6 days	\$4.00	\$5.18
7-30 days	\$3.50	\$4.03

Classified Contracts (Annual)	Daily (\$/line)	Sunday (\$/line)
450 lines	\$3.24	\$3.70
700 lines	\$3.05	\$3.48
1,200 lines	\$2.82	\$3.22
2,300 lines	\$2.70	\$3.08
4,500 lines	\$2.56	\$2.92
7,000 lines	\$2.40	\$2.74
10,000 lines	\$2.32	\$2.64
15,000 lines	\$2.08	\$2.37

Legal Notice (10 col.)

	Daily (\$/line)	Sunday (\$/line)
In-Column	\$2.90	\$3.30
Affidavit Charge	\$5.00 - Mailed Box Replies	\$28.00

All legals 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.

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 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

SPECIAL ANNUAL SECTIONS

President's Day Automotive

SPECIAL FEATURES

- HomeSource** - Real Estate
- Welcome Home** - Real Estate
- Wheels** - Automotive
- TheDay.Jobs** - Recruitment
- Save-A-Life** - Pet Page

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

theday.com

Reach an upscale, highly educated audience with the number one website in southeastern CT. More than half of all online users in this area visit theday.com in a typical 30-day period, generating more than 3.9 million page views from more than 600,000 unique monthly users. 50% of theday.com users are not subscribers, which extends your reach. Your ad campaign will achieve real impact – our rates are based on a cost-per-thousand impressions (CPM). Rich media, mobile, video and site takeover are available at premium rates. All campaigns are subject to availability. Online ad production available. Contact your Account Executive for rates or call Dave Gellar at 860-701-4291 for more information.

ONLINE DIMENSIONS

- Leaderboard.....728 x 90 pixels
- Medium Rectangle.....300 x 250 pixels
- Mobile Banner.....320 x 50 pixels
- File size should be under 40K; total duration should be under 15 seconds.

Production

MECHANICAL MEASUREMENTS

Cols.	All CLASSIFIED		ROP		Tab	
	PICAS	INCHES	PICAS	INCHES	PICAS	INCHES
1	5.514	.919	9.834	1.639	11.028	1.838
2	11.694	1.949	20.418	3.403	22.8	3.800
3	17.868	2.978	31.002	5.167	34.578	5.763
4	24.048	4.008	41.586	6.931	46.35	7.725
5	30.228	5.038	52.164	8.694	58.128	9.688
6	36.408	6.068	62.748	10.458		
7	42.588	7.098				
8	48.768	8.128				
9	54.948	9.158				
10	61.128	10.188				

Full Pg: 10188" x 20.75"
Full Pg Tab: 10188" x 10.208"

Full Page: 10.458" x 20.75"

Full Pg: 9.688" x 10.458"

Contact your account representative for mechanical measurements on special sections.

ROP DEPTH REQUIREMENTS

Advertisements over 18 inches in depth will be charged for a full page of 20.75 inches.

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).
- 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;

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 collected 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:   

Special Editorial Days/Pages/Features

Sunday:..... Daybreak (features), Jobs (Recruitment), Welcome Home (Real Estate), Business, Perspective
 Monday:..... Daybreak
 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)

Reach

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

96%

(Source: AAM Audit, June 30, 2016)



THE Choice of Advertisers

47 Eugene O'Neill Drive | P.O. Box 1231 | New London, CT 06320
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