

National RATECARD



NL girls outlast host Notre Dame-Fairfield, 54-51, in holiday tournament final Page D1
 SATURDAY, DECEMBER 30, 2017 VOL. 131, NO. 182 28 PAGES NEW ENGLAND NEWSPAPER OF THE YEAR NEW LONDON www.theday.com 8300

U.S. stocks shattered milestones in 2017

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

By ALEX VEGA
 A year and a half ago, the S&P 500 index was down 10 percent from its peak in 2007. It's now up 100 percent since then. The index has set a new record for its longest winning streak, with 100 consecutive trading days up since late 2016. The major stock indexes are all up for the year, led by Apple, Facebook and other technology stocks.

The Standard & Poor's 500 index, the benchmark measure of the stock market, had its best year since 2013. "This would put the category of major years with very little volatility in the market and high-tech growth," said Charles Bortone, chief market strategist at Prudential Investment. "The major stock indexes are all up for the year, led by Apple, Facebook and other technology stocks."

General Electric kept the market on an upward trend for most of the year and especially drove stock prices up in late August. In the general recovery rebound, which the S&P 500 index followed, the index rose 10 percent in 2017. The Dow Jones industrial average also rose 10 percent. The S&P 500 index finished the year at a high of 2,125.00, up from 1,923.43 at the start of the year. The Dow Jones industrial average closed at 21,250.00, up from 20,100.00 at the start of the year. The S&P 500 index has set a new record for its longest winning streak, with 100 consecutive trading days up since late 2016. The major stock indexes are all up for the year, led by Apple, Facebook and other technology stocks.

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. The region has seen its coldest winter yet, with temperatures dropping to below zero for several days. The region has also seen a significant amount of snow, with some areas receiving over a foot of snow. The region has also seen a significant amount of snow, with some areas receiving over a foot of snow. The region has also seen a significant amount of snow, with some areas receiving over a foot of snow.

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 BENJAMIN KALL
 Joel and Robert, both managers in their family's auto business, bucked millennial trends by coming home. The brothers, who are both in their late 20s, have returned to their family's business in Connecticut. They have both worked in the auto industry in other parts of the country, but they decided to come home. They have both worked in the auto industry in other parts of the country, but they decided to come home. They have both worked in the auto industry in other parts of the country, but they decided to come home.

Stuck between a rock and the airspace

Airport cooperation will be displacing Westley Hively's Berkshire

By BENJAMIN KALL
 Airport cooperation will be displacing Westley Hively's Berkshire. The airport is planning to expand its operations, which will require the displacement of Westley Hively's Berkshire. The airport is planning to expand its operations, which will require the displacement of Westley Hively's Berkshire. The airport is planning to expand its operations, which will require the displacement of Westley Hively's Berkshire.

COMING SUNDAY

News: A ship, ship, Richard Willetts handles the 2018...
 INDEK: The 2018...
 TOP STORIES 2017: DERBY TRIPS PROMPT CHANGES
 TODDLER BEGAN BRAXE

2018

Rate Card No. 35

Effective January 1, 2018



47 Eugene O'Neill Dr.

New London, CT 06320

800.542.3354

860.701.4440



THE Choice of Advertisers

The Day Publishing Company

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New London, CT 06320-1231

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Published 7 days per week, 365 days per year

Personnel

National Accounts Manager

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Publisher

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

Director of Advertising

Bob Briere..... 860-701-4203

General Sales Manager

David Gellar..... 860-701-4291

Classified Manager

Richard Zesk..... 860-701-4250

Custom Publications & Tourism Manager

Bence Strickland..... 860-701-4254

Advertising Operations Manager

Christine Brown..... 860-701-4488

Day Direct & Specialty Products Manager

Mike Flaig..... 860-701-4234

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

Commissions and Terms of Payment

- 15% to recognized advertising agencies.
- 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.

Black & White Rates

	Daily (\$/column inch)	Sunday (\$/column inch)
Open Rate	\$52.35	\$59.50
1st repeat.....	20% discount	
2nd repeat.....	40% discount	
Sunday is not discounted. Repeats must be in the same calendar week as, and must be ordered with, the initial insertion.		

Newsplan Discounts

Pages	Discount	Daily (\$/column inch)	Sunday (\$/column inch)	Total Inches
6.....	5%.....	\$45.85	\$52.27	756
13.....	10%.....	\$43.43	\$49.51	1,638
26.....	15%.....	\$41.02	\$46.76	3,276
52.....	20%.....	\$38.61	\$44.02	6,552

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

Special Annual Sections

Presidents' Day Automotive	February
New York Auto Show	April
Summer Wheels	June
Fall Auto Premier	October

Classified Display Rates

Daily (\$/class col. in.)	Sunday (\$/class col. in.)
\$36.49	\$41.60

2nd-6th insertion: 25% discount. Must run within six days of first insertion

Automotive Association Rates

	Daily (\$/SAU col. in.)	Sunday (\$/SAU col. in.)
Open Rate	\$18.83	\$21.47
2nd insertion, 15% discount.....	\$16.00	\$18.24
3rd insertion, 25% discount.....	\$14.12	\$16.10
Repeat rate ads must run within six days of first insertion.		

Transient In-Column Rates*

Level	Daily (\$/line)	Sunday (\$/line)
1 day rate/skip day.....	\$5.88	\$6.76
2-3 consecutive days.....	\$4.70	\$5.41
4-31 consecutive days.....	\$4.18	\$4.74
Rates charged per line, per day. 4 line minimum. Billed at 12 lines per inch.		

Employment Display Rates

	Daily (\$/class col. in.)	Sunday (\$/class col. in.)
Open Rate	\$43.53	\$49.62
Annual Bulk Contract Rates		
150 inch.....	\$36.14	\$41.20
250 inch.....	\$35.79	\$40.80
500 inch.....	\$35.14	\$40.06
1000 inch.....	\$34.65	\$39.50
2nd-6th insertion: 25% discount. Must run within six days of first insertion.		

Employment In-Column Rates*

	Daily (\$/line)	Sunday (\$/line)
1 day.....	\$7.05	\$8.12
2-3 days.....	\$5.29	\$6.09
4 days or more.....	\$3.50	\$4.03

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.			

*All in-column classified advertising in The Day will also appear on theday.com for only \$1.00 per ad, per day. 5 line minimum.

Deadlines

SPACE RESERVATION

All orders, copy and printing material must be received no later than the published deadlines. Cancellation deadlines are the same as the reservation times. Intervening holidays advance deadlines by one full weekday.

Publication

Sunday.....	3:00 p.m. Wednesday
Sunday Daybreak, Business.....	3:00 p.m. Monday
Monday.....	3:00 p.m. Thursday
Tuesday.....	9:00 a.m. Friday
Wednesday.....	9:00 a.m. Monday
Thursday.....	3:00 p.m. Monday
Thursday Night & Day.....	3:00 p.m. Monday
Friday.....	3:00 p.m. Tuesday
Saturday.....	3:00 p.m. Wednesday

Space Reservation & Ad copy deadlines

Preprint Insertion Rates - The Day

OPEN RATES (rates are net and non-commissionable)

Standard	Tab	Full Run CPM	Zoned CPM
SS.....		\$45.90	\$48.96
2.....	4.....	\$55.08	\$58.14
4.....	8.....	\$57.89	\$65.03
6.....	12.....	\$58.91	\$66.05
8.....	16.....	\$62.22	\$68.09
10.....	20.....	\$68.34	\$72.17
12.....	24.....	\$73.44	\$76.25
14.....	28.....	\$75.99	\$80.58
16.....	32.....	\$77.78	\$82.62
20.....	40.....	\$79.05	\$84.66
24.....	48.....	\$80.33	\$86.70

Add \$1.25/M for each additional 4 tab pages above 48 pages.

CONTRACT RATES

Number of Annual Inserts	Discount
5x.....	3%
15x.....	7%
30x.....	10%
48x.....	12%
75x+.....	15%

PRINT & DELIVER PROGRAM

Let The Day help you design, print, target and distribute your message to the best prospects for your business. From single sheets to multiple page tabloids, we can do it all! Contact Mike Flaig for rates and information at 860-701-4234.

Please contact your Account Executive or call 860-701-4440 for quantity required. Minimum distribution is 10,000 pieces.

Holiday Preprint Information - The Day

Thanksgiving Day: Thursday, November 22, 2018
Full run Sunday preprint quantities are required for Thanksgiving Day distribution. Please contact your Account Executive for quantities and rates. **Thanksgiving Day inserts due November 5, 2018.**

Reservation deadline: 15 days prior to insertion.

Delivery deadline is no more than 16 days and no less than 10 days prior to insertion date. Deliveries accepted between 8:30am & 12 noon and between 1:00pm & 4:00pm. Monday thru Friday. Additional charge of \$500 for late delivery.

Deliver to Providence Journal, 210 Kinsley Ave., Providence, RI 02903
Bill O'Donnell: 401-277-7674

Pre-print Specifications:

Please call your Account Executive to request preprint specification information.

Pre-print ROP Equivalent Lineage:

Pre-print insert revenue will fulfill ROP contract requirements as follows: insertion cost of pre-print will be divided by advertiser's ROP contract rate and that inch figure will be credited to ROP inches. Pre-print inches are non-rebateable.

Times Publications/TMC Preprint Insertion Rates

Times Publications delivered to all households every Thursday

Weight (oz.)	Page Ct	CPM	Weight (oz.)	Page Ct	CPM
Up to 0.25	SS	\$54.25	Up to 1.55	24 Tab	\$93.75
Up to 0.50	4 Tab	\$62.50	Up to 1.75	28 Tab	\$112.50
Up to 0.75	8 Tab	\$68.50	Up to 2.00	32 Tab	\$135.00
Up to 1.00	12 Tab	\$70.25	Up to 2.25	36 Tab	\$162.00
Up to 1.25	16 Tab	\$78.25	Up to 2.50	40 Tab	\$194.50
Up to 1.40	20 Tab	\$84.75	Up to 2.75	44 Tab	\$233.25
			Up to 3.00	48 Tab	\$279.75

Rates are based on actual weight of insert
Please contact your Account Executive or call 860-701-4440 for quantity required. Minimum distribution is 5000 pieces.

Print & Deliver

Half Sheet (5.5" x 8.5")

Quantity	Day	Overrun*
5,000-19,999	61	38
20,000-24,999	59	36
25,000-49,999	50	27
50,000-99,999	47	24
100,000+	45	22

Single Sheet (8.5" x 11")

Quantity	Day	Overrun*
5,000-19,999	91	68
20,000-24,999	86	63
25,000-49,999	66	43
50,000-99,999	57	34
100,000+	54	31

Jumbo Sheet (10" x 11.5")

Quantity	Day	Overrun*
5,000-19,999	93	70
20,000-24,999	89	66
25,000-49,999	69	46
50,000-99,999	60	37
100,000+	57	34

Four Tab (11" x 17" folded to 8.5" x 11")

Quantity	Day	Overrun*
5,000-19,999	109	85
20,000-24,999	106	82
25,000-49,999	76	52
50,000-99,999	74	50
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.

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.

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;

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.

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
Phone: 860-442-2200 | Toll Free: 800-542-3354 | Fax: 860-437-8780