

Town Planner®

Household Reach:

2024 Planned Breakdown by Town	Printed Calendars		town planner.com
	USPS Mailing	Pick-Up Locations	Online Visits
Fairfield/Southport	10,000	1,000	52,698
Fairfield Special Edition		4,000	
Westport/Weston	10,000	1,000	66,180
New Canaan	8,000	500	30,170
Darien	7,500	500	66,334
Norwalk Special Edition		4,000	64,924
Stamford	10,000	1,000	89,392
Greenwich	9,000	1,000	161,048
Wilton	6,000	500	25,556
Monroe		4,000	34,216
Bridgeport		4,000	15,074
Shelton			29,368
Stratford			5,001
Easton			9,970
Trumbull			6,620
ALL COMMUNITIES	60,500	21,500	656,551



Rates:

PREMIUM VISIBILITY AD PACKAGES	Ask for more detail....
Lead Sponsor Ads	Reserved for LEAD SPONSOR
Premium Display Ads	Reserved for Official Marketing Partners

DISPLAY ADS	Pre-pay Rate	Monthly Payment Plan	Rate per Ad
6 Months of Ads	\$1,770	\$147.50	\$295
12 Months of Ads	\$3,300	\$275	\$275
24 Months of Ads	\$5,400	\$450	\$225
48 Months of Ads	\$9,600	\$800	\$200

OTHER AD SPACE	Rate per Ad	Package of 12 Ads	Package of 24 Ads
Coupon*	175 ea.	\$1,800	\$3,300
Promo Spot	175 ea.	\$1,800	\$3,300

*Includes online coupon on townplanner.com

SEASONAL FEATURE ADS	Rate per Ad	Package of 3 Ads
1 Seasonal Ad	\$1,750 ea	\$4,250

LEAD SPONSOR

4.9" x 5.5"

PREMIUM DISPLAY

2.5" x 3.25"

DISPLAY

3.3" x 2.2"

PROMOS

1.25" x 5"

COUPON

1.5" x 1.25"

Seasonal Ad

- ✓ Ad rates include graphic design.
- ✓ The above ads can be used in one or several areas. For example, if you choose 24 months of Ads, you can put 12 months of Ads in the Greenwich Calendar and 12 months of Ads in the Stamford Calendar. Or, you can choose 4 calendar areas and put 6 months of Ads in each.
- ✓ We accept checks, Credit Card and ACH Funds Transfer.

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