

# Town Planner®

## Household Reach:

| 2026 Planned Breakdown by Town | Printed Calendars |                   | townplanner.com  |            |
|--------------------------------|-------------------|-------------------|------------------|------------|
|                                | USPS Mailing      | Pick-Up Locations | Online Visits    | Growth %   |
| Fairfield/Southport            | 10,000            | 1,000             | 88,000           | 69%        |
| Westport/Weston                | 10,000            | 1,000             | 10,6000          | 60%        |
| New Canaan                     | 8,000             | 500               | 46,500           | 53%        |
| Darien                         | 7,500             | 500               | 140,500          | 121%       |
| Norwalk                        |                   | 4,000             | 126,500          | 94%        |
| Stamford                       | 10,000            | 1,000             | 132,000          | 48%        |
| Greenwich - East               | 9,000             | 1,000             | 315,000          | 95%        |
| Greenwich - West               | 8,000             | 1,000             |                  |            |
| Wilton                         | 6,000             | 500               | 33,000           | 29%        |
| Monroe                         |                   | 3,500             | 43,000           | 26%        |
| Bridgeport                     |                   | 3,500             | 25,000           | 66%        |
| Shelton                        |                   |                   | 32,600           | 10%        |
| Stratford                      |                   |                   | 18,000           | 260%       |
| Easton                         |                   |                   | 17,100           | 70%        |
| Trumbull                       |                   | 3,500             | 10,000           | 51%        |
| <b>ALL COMMUNITIES</b>         | <b>68,500</b>     | <b>21,000</b>     | <b>1,133,200</b> | <b>70%</b> |



| PRINT CALENDAR AD PACKAGES    | Two Year Fixed Rate | Monthly Pymt Plan | Rate Per Ad |
|-------------------------------|---------------------|-------------------|-------------|
| Seasonal Ad                   | \$1,500             | \$147.50          |             |
| 6 Months Regular Display Ads  | \$1,947             | \$162.25          | \$324.50    |
| 12 Months Regular Display Ads | \$3,540             | \$295.00          | \$295.00    |
| Coupon or Promo Ads*each      |                     |                   | \$192.50    |

\* Includes online ads on townplanner.com

| ONLINE ADVERTISING                      | Set-Up Fee | Monthly Pymt Plan | Package Price* |
|---|------------|-------------------|----------------|
| Mini Blog Package per town              | \$50       | \$250             | \$750          |
| Content Marketing Package per town      | \$50       | \$175             | \$2,100        |
| Social Media Endorsements               | \$50       | \$150             | \$1,800        |
| Digital Ads per town                    | \$50       | \$90              | \$1,080        |
| e'Newsletter Banner ads across 15 towns | \$75       | \$500             | \$1,500        |

\* Package Price excludes on time set-up fee

| PREMIUM VISIBILITY MIXED MEDIA AD PACKAGES |                 |
|--|-----------------|
| Lead Sponsor Ads                           | Ask for details |
| Premium Display ads                        | Ask for details |

| DISCOUNTS FOR MULTIPLE PACKAGES   |
|---|
| Purchase any Digital Package and get 10% off your print packages                |
| Purchase more than one Digital Annual Package and get 5% off Total Ad Package   |
| Purchase more than two annual Digital packages and get 15% off Total Ad Package |

✓ AD RATES INCLUDE GRAPHIC DESIGN.

✓ WE ACCEPT CREDIT CARD AND ACH FUNDS TRANSFER.

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# Town Planner®

LEAD SPONSOR  
4.9" x 5.5"

PREMIUM  
DISPLAY  
2.5" x 3.25"

DISPLAY  
3.3" x 2.2"

DATE BLOCK  
1.25" x 1.45"

PROMOS  
1.25" x .5"

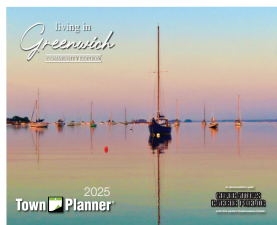
COUPON  
1.5" x 1.25"



SEASONAL AD  
7.1" X 6.5"



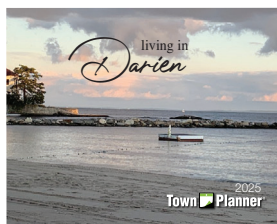
## Community Editions Mailing USPS Details:



06087 -  
All Residential  
& Business  
06878 -  
All Residential  
& Business  
06807 -  
All Residential  
& Business



06840 -  
All Residential  
& Business



06820 -  
All Residential  
& Business



06880 -  
All Residential  
06883 -  
Partial Residential  
06897 -  
Pick Up  
Locations Only



06902 -  
Partial Residential  
06903 -  
Partial Residential  
06907 -  
All Residential



06825 -  
All Residential  
06824 -  
Partial Residential  
06890 -  
Partial Residential

## Special Editions:



06830 -  
Partial  
Residential

10% of  
Profits  
Dedicated  
to Charity



Pick Up Locations Only