

The Valley & West Hartford PRESS

2020 Rates
Effective Jan 1

Valley PRESS

RATES PER COLUMN INCH

(columns x depth)

Open Rate: \$24.00

1x	\$24.00 pci
2x	\$20.00 pci
6x	\$19.00 pci
12x	\$18.00 pci

Sample sizes and rates on the back

West Hartford PRESS

RATES PER COLUMN INCH

(columns x depth)

Open Rate: \$20.00

1x	\$20.00 pci
2x	\$16.00 pci
6x	\$15.00 pci
12x	\$14.00 pci

Sample sizes and rates on the back

COLOR: Add 20%

Front Cover = \$680

Front Page Note = \$375 - Valley

Front Sports Page Note = \$275 - Valley

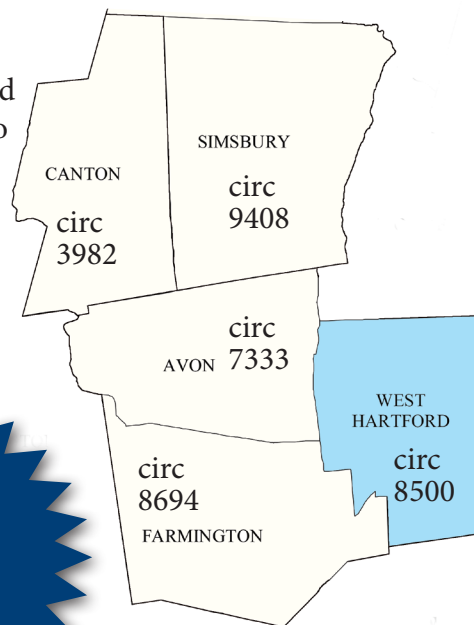
Front Page Note = \$250 - West Hartford

The Valley Press is mailed to every single family home in Avon, Canton, Farmington, and Simsbury.

We also deliver by request to Burlington (over 700 homes), and to other nearby towns.

Total circulation:
31,000

The West Hartford Press is mailed to over 8,500 homes in West Hartford.



Ask us about
combination rates
with our
LIFE publications.

2020

Publication

Dates

January 3 & 17
February 7 & 21
March 6 & 20
April 3 & 17

May 1 & 15
June 5 & 19
July 3 & 17
August 7 & 21

September 4 & 18
October 2 & 16
November 6 & 20
December 4 & 18

Space Reservation deadline is Thursday week prior. We print on Monday nights.
All ads that we design need to be approved by 2pm Monday.

Ad Sizes MODULAR

SINGLE SHEET INSERTS

1/12
2 col x 3 = 6 in
1x-VP-\$144 bw
1x-WH-\$120 bw

1/8 horizontal
3 col x 3 = 9 in
1x-VP-\$216 bw
1x-WH-\$180 bw

1/8 horizontal
2 col x 5 = 10 in
1x-VP-\$240 bw
1x-WH-\$200 bw

1/6
3 col. x 4 = 12 in
1x-VP-\$288 bw
1x-WH-\$240 bw

SAMPLE RATES ARE OPEN RATE - BW

1/5
3 col. x 5 = 15in
1x-VP-\$360 bw
1x-WH-\$300 bw

1/4
3 col. x 6 = 18 in
1x-VP-\$432 bw
1x-WH-\$360 bw

1/3 horizontal
5 col. x 5 = 25 in
1x-VP-\$600 bw
1x-WH-\$500 bw

1/3 - square
4 col. x 6 = 24in
1x-VP=\$576 bw
1x-WH-\$480 bw

CALL FOR FREQUENCY AND DISCOUNTS

1/2 page
verticle

3 col
x 10.75

1x-VP-
\$792 bw
1x-WH-
\$660 bw

1/2 - horizontal
6 x 6"

1x-VP-\$864 bw
1x-WH-\$720 bw

Full Page
6 col x 10.75
Valley & WH
1x-VP-\$1584 bw
1x-WH-\$1320 bw

call for current
special offers

sticky note
2 col x 3 inches

Front Cover
6 col x 2 inches

*Additional ad sizes available in
1" increments, 2" minimum height.*

COLUMN WIDTHS

1 column	1.4"
2 columns.....	3"
3 columns.....	4.6"
4 columns.....	6.2"
5 columns.....	7.8"
6 columns.....	9.5"

**YOU PRINT -
WE DELIVER**

8.5 X 11 FLYERS

- \$35.00

PER THOUSAND

Minimum charge for any
insertion is \$175

**WE PRINT -
WE DELIVER**

**8.5 X 11 FLYER -
DOUBLE SIDED**

\$55.00 PER THOUSAND
INCLUDES DESIGN, PRINT AND
DELIVERY

Double Sided, Black Ink
Your Choice of Colored
Pastel Paper.

10,000 minimum

\$99.00 PER THOUSAND
INCLUDES DESIGN, PRINT AND
DELIVERY

Double Sided, Glossy -
Full Color
10,000 minimum

ADVERTISING REPRESENTATIVES

VALLEY PRESS
PATTY EWERT
860-264-5658
patty@turleyct.com

VALLEY PRESS
BARBARA OUELLETTE
860-264-5523
ads@turleyct.com

WEST HARTFORD PRESS
LISA OSTER
860-264-5652
lisa@turleyct.com

**INQUIRE ABOUT
RATES FOR MULTI-PAGE
INSERTS**