

# The Valley & West Hartford PRESS

2021 Rates

## Valley PRESS

### RATES PER COLUMN INCH

(columns x depth)

Open Rate: \$24.00

1x .....	\$24 pci bw	\$28 COLOR
6x .....	\$19 pci bw	\$22 COLOR
12x .....	\$18 pci bw	\$21 COLOR
24x .....	\$16 pci bw	\$19 COLOR

## West Hartford PRESS

### RATES PER COLUMN INCH

(columns x depth)

Open Rate: \$18.00

1x .....	\$18 pci bw	\$21 COLOR
6x .....	\$14 pci bw	\$16 COLOR
12x .....	\$13 pci bw	\$15 COLOR
24x .....	\$12 pci bw	\$14 COLOR

## SAMPLE RATES - INCLUDES COLOR

	VALLEY 1X	WHARTFORD 1X	VALLEY 6X -20%	WHARTFORD 6X -20%	VALLEY 12X -25%	WHARTFORD 12X -25%	VALLEY 24X -30%	WHARTFORD 24X -30%
<b>FULL PAGE</b>	\$1806	\$1354.50	\$1419	\$1032	\$1354.50	\$967.50	\$1225.50	\$903
<b>1/2 PAGE - 6X6</b>	\$1008	\$756	\$792	\$576	\$756	\$540	\$684	\$504
<b>1/2 PAGE - 3X10.75</b>	\$903	\$677.25	\$709.50	\$516	\$677.25	\$483.75	\$612.75	\$451.50
<b>1/3 PAGE - 5X5</b>	\$700	\$525	\$550	\$400	\$525	\$375	\$475	\$350
<b>1/3 PAGE - 4X6</b>	\$672	\$504	\$528	\$384	\$504	\$360	\$456	\$336
<b>1/4 PAGE - 3X6</b>	\$504	\$378	\$396	\$288	\$378	\$270	\$342	\$252
<b>1/5 PAGE - 3X5</b>	\$420	\$315	\$330	\$240	\$315	\$225	\$285	\$210
<b>1/6 PAGE - 3X4</b>	\$336	\$252	\$264	\$192	\$252	\$180	\$228	\$168
<b>1/8 PAGE - 2X5</b>	\$280	\$210	\$220	\$160	\$210	\$150	\$190	\$140
<b>1/8 PAGE - 3X3</b>	\$252	\$189	\$198	\$144	\$189	\$135	\$171	\$126
<b>1/12 PAGE - 2X3</b>	\$168	\$126	\$132	\$96	\$126	\$90	\$114	\$84

## 2021 Publication Dates

January 8 & 22  
February 5 & 19  
March 4 & 18  
April 2 & 16

May 7 & 21  
June 4 & 18  
July 2 & 16  
August 6 & 20

September 3 & 17  
October 1 & 15  
November 5 & 19  
December 3 & 17

Space Reservation deadline is Wednesday week prior. We print on Sunday night.  
All ads that we design need to be approved by 4pm Friday.

# Ad Sizes MODULAR

## SINGLE SHEET INSERTS

**1/12**  
2 col. x 3 = 6 in  
  
3.22 inches  
x 3 inches

**1/8 horizontal**  
3 col. x 3 = 9 in  
  
4.875 inches  
x 3 inches

**1/8 verticle**  
2 col. x 5 = 10 in  
  
3.22 inches  
x 5 inches

**1/6**  
3 col. x 4 = 12 in  
  
4.875 inches  
x 4 inches

**1/5**  
3 col. x 5 = 15 in  
  
4.875 inches  
x 5 inches

**1/4**  
3 col. x 6 = 18 in  
  
4.875 inches  
x 6 inches

**1/3 horizontal**  
5 col. x 5 = 25 in  
  
8.25 inches  
x 5 inches

**1/3 - square**  
4 col. x 6 = 24 in  
  
6.5 inches x  
6 inches

**1/2 page verticle**  
  
3 col. x 10.75 = 32.25 in  
  
4.875 in x 10.75 in

**1/2 - horizontal**  
6 col. x 6 = 36 inches  
  
10 in. x 6 in.

**Full Page**  
6 col. x 10.75 = 64.50 inches  
  
10in x 10.75 in

**sticky note**  
2 col. x 3 inches  
3.22 in x 3 in  
  
**Front Cover**  
6 col x 2 inches

## 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

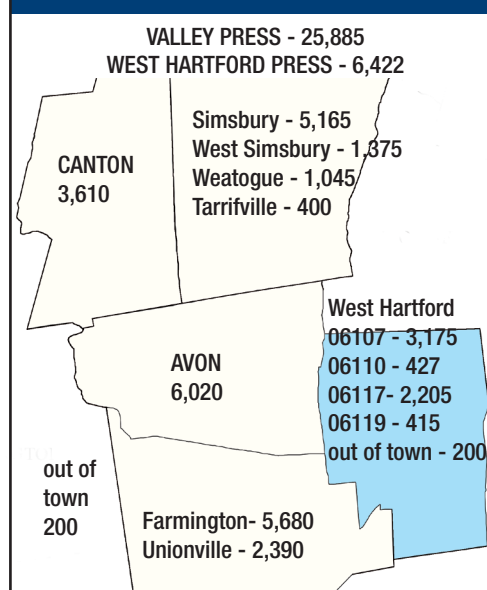
Additional ad sizes available in 1" increments, 2" minimum height.

### COLUMN WIDTHS

1 column .....	1.5"
2 columns.....	3.22"
3 columns.....	4.875"
4 columns.....	6.5"
5 columns.....	8.25"
6 columns.....	10"

Front Cover = Valley - \$600  
Front Cover = West Hartford - \$400  
Front Page Note = Valley - \$375 - Valley  
Front Page Note = West Hartford - \$250

### CIRCULATION



### 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**