

The Valley & West Hartford PRESS

2022 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%
FULL PAGE	\$1806	\$1354.50	\$1419	\$1032	\$1354.50	\$967.50	\$1225.50	\$903
1/2 PAGE - 6X6	\$1008	\$756	\$792	\$576	\$756	\$540	\$684	\$504
1/2 PAGE - 3X10.75	\$903	\$677.25	\$709.50	\$516	\$677.25	\$483.75	\$612.75	\$451.50
1/3 PAGE - 5X5	\$700	\$525	\$550	\$400	\$525	\$375	\$475	\$350
1/3 PAGE - 4X6	\$672	\$504	\$528	\$384	\$504	\$360	\$456	\$336
1/4 PAGE - 3X6	\$504	\$378	\$396	\$288	\$378	\$270	\$342	\$252
1/5 PAGE - 3X5	\$420	\$315	\$330	\$240	\$315	\$225	\$285	\$210
1/6 PAGE - 3X4	\$336	\$252	\$264	\$192	\$252	\$180	\$228	\$168
1/8 PAGE - 2X5	\$280	\$210	\$220	\$160	\$210	\$150	\$190	\$140
1/8 PAGE - 3X3	\$252	\$189	\$198	\$144	\$189	\$135	\$171	\$126
1/12 PAGE - 2X3	\$168	\$126	\$132	\$96	\$126	\$90	\$114	\$84

2022 Publication Dates

January 7 & 21
February 4 & 18
March 4 & 18
April 1 & 15

May 6 & 20
June 3 & 17
July 1 & 15
August 5 & 19

September 2 & 16
October 7 & 21
November 4 & 18
December 2 & 16

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
- \$45.00
PER THOUSAND
Minimum charge for any insertion is \$175

WE PRINT - WE DELIVER

8.5 X 11 FLYER - DOUBLE SIDED

\$65.00 PER THOUSAND
INCLUDES DESIGN, PRINT AND DELIVERY
Double Sided, Black Ink
Your Choice of Colored Pastel Paper.

\$110.00 PER THOUSAND
INCLUDES DESIGN, PRINT AND DELIVERY
Double Sided, Glossy - Full Color

Bulk discounts available.

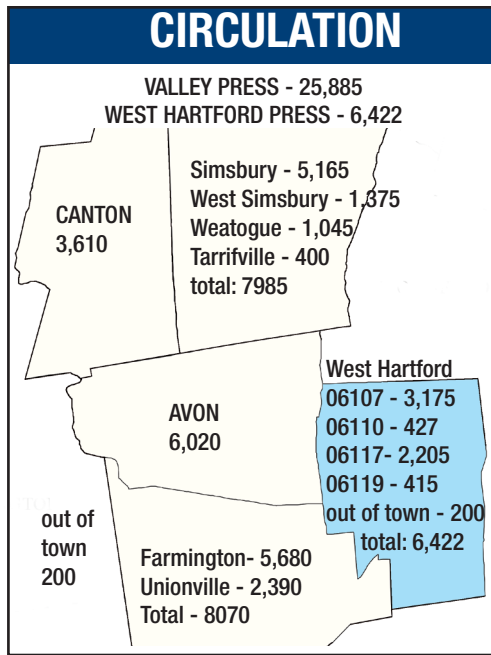
INQUIRE ABOUT RATES FOR MULTI-PAGE INSERTS

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



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
---	---	--