

# The Valley & West Hartford PRESS

2019 Rates  
Effective March 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

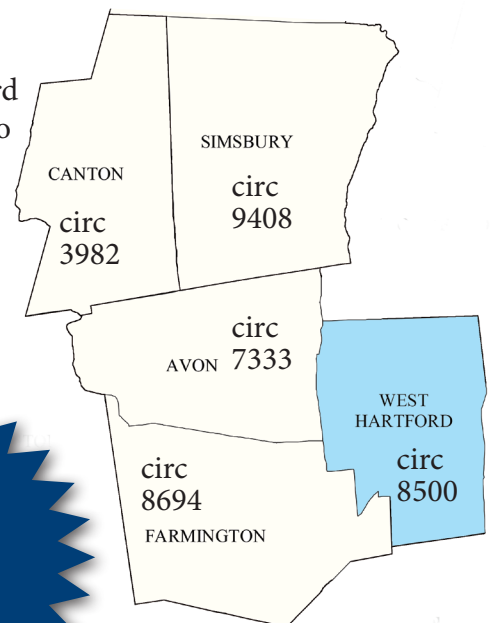
Front Page Note = \$250 - West Hartford

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.

## 2019

## Publication

## Dates

January 4 & 18

February 1 & 15

March 1 & 15

April 5 & 19

May 3 & 17

June 7 & 21

July 5 & 19

August 2 & 16

September 6 & 20

October 4 & 18

November 1 & 15

December 6 & 20

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

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

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