

WEBSITE ADVERTISING RATES (NET)

Rates effective August 2010

DISPLAY AD RATES

Ad Units Rate per month

Leaderboard:	
Home Page	\$395
Section	\$295
Large Rectangle (LREC):	
Home Page	\$395
Section	\$295
Skyscraper Ad:	
Home Page	\$225
Section	\$175
Pencil (Home Page)	\$395
Photo Gallery	\$125
Video Showcase (30 sec. "How to")	\$200
Video Pre-Roll	\$150
Sponsorship	\$500
Yahoo Geo Target	APT
Yahoo BT	APT

DISPLAY AD SPECS

Static ads should be supplied as a .jpg, .gif, or .png file and may not exceed 30k. Flash files may not exceed 40k, and must be accompanied by both the SWF and FLA files as well as an alternate image (.gif or .jpg) of the same dimensions. Please see the **Banner Ad Technical Guidelines** sheet for further technical guidelines.

Ad Unit	Width & Height (in pixels)
Leaderboard	728 x 90
Large Rectangle	300 x 250
Skyscraper	160 x 600
Pencil (2 ads supplied)	972 x 30 & 972 x 300

FREQUENCY PRICING DISCOUNTS:

3 months 10% • 6 months 15% • 12 months 20%

MULTI-PRODUCT (Local Directory not included):

Buy a 2nd ad unit, deduct 10% off each; buy three ad units, deduct 25% each. Minimum buy: 3 months.

EXTEND YOUR AUDIENCE ONLINE!

- **24,487 Unique Visitors per month***
- **99,272 Page Views per month***

*Source: Omniture SiteCatalyst, 1/1/2011 - 3/31/2011

SALES OFFICES

HOME OFFICE • 203-380-6600

Paula Walsh, General Manager, x 335

Jocelyn Paoletta, Marketing Director, x 314

FAIRFIELD COUNTY (203) 380-6600, x 311

HARTFORD WEST | MIDDLETOWN (860) 524-1365

HARTFORD EAST | GLASTONBURY (860) 524-1020

NEW HAVEN | MILFORD (203) 245-1112

OLD SAYBROOK | MYSTIC (860) 395-0328

WATERBURY | LITCHFIELD | DANBURY (860) 274-5038

PUBLISHER'S REPRESENTATIVES

NEW YORK (917) 821-4429

BOSTON (617) 542-6913

WEST COAST/TEXAS (619) 249-6482



connecticutmag.com
GET CONNECTED

BUSINESS DIRECTORY LISTING RATES

Listing Type Rate per month

Gold Business Directory Listing	\$85
Customized web page with priority placement above all free listings, bolded listing, website links, contact information, profile, photo gallery, map, hours of operation, unique URL, file showcase (menus, product list, etc.), graphic coupons, testimonials & logo header.	
Platinum Business Directory Listing	\$175
Custom Microsite (multiple page business directory) with space for branding, contact information, business profile, website links, hours of operation, option to text/email business information to customers, map, driving directions, multimedia gallery, reviews, testimonials, blog, and coupons and specials.	
ePlatinum Business Directory Listing	\$250
All the features of the Platinum listing, plus ecommerce functionality. The online store includes a product catalog, search bar, product categories, product variations, inventory tracking, shopping cart, Google checkout integration, shipping, product images and descriptions, features, and specifications.	