2019 Media Rates & Demographics
### Shore

**THE SOURCE**
Madison, CT 06443  5,746
Killingworth, CT 06419  2,177
Street copies  370
Total Circulation  8,293

**GUILFORD COURIER**
Guilford, CT 06437  7,097
Street copies  495
Total Circulation  7,592

**HARBOUR NEWS**
Clinton, CT 06413  4,029
Westbrook, CT 06498  2,277
Old Saybrook, CT 06475  3,614
Street copies  495
Total Circulation  10,415

**VALLEY COURIER**
Essex, CT 06426  1,212
Ivoryton, CT 06442  893
Centerbrook, CT 06409  270
Chester, CT 06412  1,236
Deep River, CT 06417  1,444
Street copies  420
Total Circulation  5,475

**THE SOUND**
Branford, CT 06405  7,991
North Branford, CT 06471  1,934
Northford, CT 06472  1,906
Street copies  495
Total Circulation  12,326

**EAST HAVEN COURIER**
East Haven, CT 06512, 06513  8,457
Street copies  470
Total Circulation  8,927

**NORTH HAVEN COURIER**
North Haven, CT 06473  7,370
Street copies  470
Total Circulation  7,840

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### Times

**THE LYME TIMES**
Niantic, CT 06357  5,727
East Lyme, CT 06333  2,784
Salem, CT 06420  1,689
Old Lyme / Lyme, CT 06371  4,515
South Lyme, 06376  61
Street copies  210
Total Circulation  14,986

**THE WATERFORD TIMES**
Waterford, CT 06385  7,190
Quaker Hill, CT 06375  1,376
Street copies  110
Total Circulation:  8,676

**THE NEW LONDON TIMES**
New London, CT 06320  11,234
Street copies  250
Total Circulation:  11,484

**THE GROTON TIMES**
Groton, CT 06340  11,996
Street copies  185
Total Circulation:  12,181

**THE MYSTIC TIMES**
Mystic, CT 06355  5,607
Old Mystic, CT 06372  135
West Mystic, CT 06388  102
Groton Long Point, CT 06340  989
Street copies  340
Total Circulation:  7,173

**THE STONINGTON TIMES**
Stonington, CT 06378  2,627
North Stonington, CT 06359  1,775
Pawcatuck, CT 06379  4,007
Street copies  105
Total Circulation:  8,514

**THE MONTVILLE TIMES**
Oakdale, CT 06370  2,787
Uncasville, CT 06382  4,245
Street copies  110
Total Circulation:  7,142

**THE THAMES RIVER TIMES**
Gales Ferry, CT 06335  2,567
Ledyard, CT 06339  3,180
Preston, CT 06365  1,953
Street copies  110
Total Circulation:  7,810

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**TOTAL SHORE: 60,868**

**TOTAL TIMES: 77,966**

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**TOTAL CIRCULATION OF 138,834**

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**Circulation numbers updated yearly.**
Common Ad Size Pricing
(Any combination of columns + inches is permitted. Minimum of 4 total column inches. Every ad includes a search-optimized digital version of the ad to run online.)

<table>
<thead>
<tr>
<th>Actual size</th>
<th>1 paper</th>
<th>2 papers</th>
<th>3 papers</th>
<th>4 papers</th>
<th>5 papers</th>
<th>6 papers</th>
<th>7 papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 col x 4&quot;, black &amp; white</td>
<td>3.8&quot; x 4&quot;</td>
<td>$137.00</td>
<td>$233.00</td>
<td>$299.00</td>
<td>$395.00</td>
<td>$491.00</td>
<td>$573.00</td>
</tr>
<tr>
<td>2 col x 4&quot;, color</td>
<td>3.8&quot; x 4&quot;</td>
<td>$169.00</td>
<td>$297.00</td>
<td>$395.00</td>
<td>$523.00</td>
<td>$651.00</td>
<td>$765.00</td>
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<tr>
<td>3 col x 5&quot;, black &amp; white</td>
<td>5.8&quot; x 5&quot;</td>
<td>$235.00</td>
<td>$415.00</td>
<td>$538.75</td>
<td>$718.75</td>
<td>$898.75</td>
<td>$1,052.50</td>
</tr>
<tr>
<td>3 col x 5&quot;, color</td>
<td>5.8&quot; x 5&quot;</td>
<td>$295.00</td>
<td>$535.00</td>
<td>$718.75</td>
<td>$958.75</td>
<td>$1,198.75</td>
<td>$1,412.50</td>
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<tr>
<td>5 col x 5, black &amp; white</td>
<td>9.7&quot; x 5&quot;</td>
<td>$375.00</td>
<td>$675.00</td>
<td>$881.25</td>
<td>$1,181.25</td>
<td>$1,481.25</td>
<td>$1,737.50</td>
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<td>5 col x 5, color</td>
<td>9.7&quot; x 5&quot;</td>
<td>$475.00</td>
<td>$875.00</td>
<td>$1,181.25</td>
<td>$1,581.25</td>
<td>$1,981.25</td>
<td>$2,337.50</td>
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<td>9.7&quot; x 10.48&quot;</td>
<td>$760.00</td>
<td>$1,390.00</td>
<td>$1,823.13</td>
<td>$2,453.13</td>
<td>$3,083.13</td>
<td>$3,621.25</td>
</tr>
<tr>
<td>5 col x 10.48&quot;, color</td>
<td>9.7&quot; x 10.48&quot;</td>
<td>$970.00</td>
<td>$1,810.00</td>
<td>$2,453.13</td>
<td>$3,293.13</td>
<td>$4,133.13</td>
<td>$4,881.25</td>
</tr>
</tbody>
</table>

Premium Positions & Pricing (first come/first served)
(One per issue per paper - includes color - contract frequency discounts can apply)

Front Page (5" x 2") $375
Index Page (5 col x 2") $255
Back Page (Full page) $1,125
Person of the Week Page (2 col x 10") $445
On the Web Page (5 col x 2") $255
Food Court Page (5 col x 2") $255 (2" x 3.6") $115
The Scene Page (5 col x 2") $255

25% premium on all other available requested locations.

Paint the Paper
Show support by “painting” your ad a specific color or including a ribbon. Shore Publishing will donate 10% of proceeds, and you’ll receive 10% off!

March 21 – Down Syndrome Awareness – Blue & Yellow
April 18 – Animal Abuse Awareness – Purple
September 12 – Leukemia Awareness – Orange
November 7 – Veteran Appreciation – Stars & Stripes

Discounts
10% OFF 5 consecutive weeks or $1,000
15% OFF 13 consecutive weeks or $5,000
20% OFF 26 consecutive weeks or $10,000
25% OFF 52 consecutive weeks or $20,000

PER COLUMN INCH RATES*

<table>
<thead>
<tr>
<th>Number of papers</th>
<th>B/W</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 paper</td>
<td>$14.00</td>
<td>$18.00</td>
</tr>
<tr>
<td>2 papers</td>
<td>$26.00</td>
<td>$34.00</td>
</tr>
<tr>
<td>3 papers</td>
<td>$34.25</td>
<td>$46.25</td>
</tr>
<tr>
<td>Full Shore Zone – 7 papers</td>
<td>$76.00</td>
<td>$104.00</td>
</tr>
<tr>
<td>Full Times Zone – 8 papers</td>
<td>$81.00</td>
<td>$113.00</td>
</tr>
<tr>
<td>All 15 Papers</td>
<td>$145.00</td>
<td>$205.00</td>
</tr>
</tbody>
</table>

*When calculating rates using pci, must add $25 to cover online, search-optimized digital version.

Deadlines:
Space Reservation: Wednesdays at 2p.m. (8 days prior to publication)
Ad Creative Approval: Fridays at 10a.m. (6 days prior to publication)
Add 24 hours to all deadlines for holiday publications.
quarterly glossies  Local, seasonal content with huge calendar of events in each!

Spring on the Shoreline  Published 4/11  
Deadline 2/25

Fall on the Shoreline  Published 9/19  
Deadline 8/5

Holidays on the Shoreline  Published 11/20  
Deadline 10/7

Summer on the Shoreline  Published 5/30  
Deadline 4/15

RATES FOR SPRING, FALL & HOLIDAYS
TOTAL CIRCULATION: 60,000
Back Cover $3,425  
Inside Covers $2,524  
Page 3 $2,225  
Full Page $1,924  
Double Truck $3,125  
Half Page $1,124  
Quarter Page $674  
Eighth Page $424

Discounts:
2 magazines for 15% OFF
4 magazines for 25% OFF

*Rates may not be applied to élan magazine or town guides.

spotlight on local  Special supplements to share your content with our entire readership.

Gifts on the Shoreline  Published 12/5  
Deadline 10/28

RATES FOR GIFTS ON THE SHORELINE
TOTAL CIRCULATION: 60,000
9 SPOTS PER PAGE
1 SPOT $225  
3 SPOTS $510  
5 SPOTS $750

Shorelife  Published 12/26  
Deadline 11/11

RATES FOR SHORE LIFE
TOTAL CIRCULATION: 60,000
Back Cover $3,425  
Inside Covers $2,524  
Page 3 $2,225  
Full Page $1,924  
Double Truck $3,125  
Half Page $1,124  
Quarter Page $674  
Eighth Page $424

All magazines include a search-optimized digital version of the ad to run online.

Shore Publishing, LLC, PO Box 1010, Madison, CT 06443  |  P 203-245-1877  |  F 203-245-9773  |  www.zip06.com  |  advertising@shorepublishing.com
élan magazine*
Reach upscale homes across the shoreline with this direct-mailed
glossy magazine, focused on trends and living well on the shoreline.

RATES
TOTAL CIRCULATION: 15,000

<table>
<thead>
<tr>
<th></th>
<th>One Issue</th>
<th>Per Issue price with 4 Issue Discount***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter</td>
<td>$600</td>
<td>$450</td>
</tr>
<tr>
<td>Half</td>
<td>$874</td>
<td>$656</td>
</tr>
<tr>
<td>Full</td>
<td>$1,574</td>
<td>$1,181</td>
</tr>
<tr>
<td>Inside Cover or P3</td>
<td>$1,774</td>
<td>$1,331</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,275</td>
<td>$1,706</td>
</tr>
<tr>
<td>Double Truck</td>
<td>$2,674</td>
<td>$2,006</td>
</tr>
</tbody>
</table>

***Per issue price. Discounted per book price when you reserve 4 consecutive issues.

town guides*
Get involved with our vibrant local communities with annual town guides.
See your marketing representative for rates.

local events
Show your community support by being a part of annual event guides.
See your marketing representative for rates.

All magazines include a search-optimized digital version of the ad to run online.

Shore Publishing, LLC, PO Box 1010, Madison, CT 06443 | P 203-245-1877 | F 203-245-9773 | www.zip06.com | advertising@shorepublishing.com
digital marketing

Between our own Zip06.com and our partner ad networks, you have the ability to reach your customers online wherever they are.

► Zip06.com
165,000 pageviews and 55,000 users per month and growing!

Run Of Site & Geo-Targeted
Let us design your digital ad to run throughout all pages of zip06, $12 cpm.

Exclusive Fixed Sponsorships 100% SOV
Trending Headlines $500/week
Navigation Bar $500/month
Weather Sponsorship $500/month
Home Page Takeover $150/day (regional)
Real Estate Sponsorship $350/month

Newsletter Marketing:
Place your marketing message within our weekly emailed newsletter.
Wednesdays $100 (town-specific)
Fridays $150 (regional)

► Digital Ad Targeting on the Web

Types of Display Programs, $14 cpm:

Search Targeting: Targeting users as they perform searches across the web. Based on the keywords they have searched. We show your ad to those who have performed searches relevant to your products and services.

Contextual Targeting: As users browse the web, consuming content, we collect data associated with the content and show your ad to those who are reading about topics relevant to your products and services.

Geo-Fencing: Ability to target potential clients via mobile apps that are located in an area as small as 100 yards. This gives you the ability to display ads to anyone who enters a location that you have created a “fence” around, i.e., competitors, stadiums, parking lots or neighborhoods.

Mobile Targeting: Target clients via their mobile devices based on demographics that you choose.

Site Retargeting: Retargeting users that have visited your website. 97% of site visitors will leave your website without taking action. We show them your ad as they browse the internet to entice them to come back.

Dashboard Analytics available 24 hours a day!

► Additional Digital Offerings
Website Development and Design
Search Engine Optimization
Email Marketing
Social Media Marketing

Contact us for pricing packages or a FREE digital tutorial
Madison Police Department Holds Annual Food & Toy Drive

By Zoe Roos
Source Staff Writer

Nov. 17 the Madison Police Department kicks off its annual Food & Toy Drive. With Thanksgiving right around the corner, it's time to start thinking about holiday giving, specifically giving to Shoreline charities during the holiday season. Madison Police Captain Joe Race said the department looks to donate to those in need with the remaining shelters and the Yale New Haven Children's Hospital to benefit the Toy Closet Program, “The collected toys will first be distributed to Madison families in need with the remaining shelters and the Yale New Haven Children’s Hospital to benefit the Toy Closet Program,” he said.

For more photos, visit zip06.com.

Need help designing something that's not running within our products? No problem! Our design team is here to help. $40/HALF HOUR
Time is estimated up front and recorded during design.

Ad-Note Rates
Full color 3" x 3" repositionable note placed on front page, 10,000 minimum
25,000 or more .... $68 per thousand
10,000 or 24,999 .. $78 per thousand

Shapes, scratch-off, and perforations available at no additional charge!

Run 50,000 within 1 year, RECEIVE 5% OFF
Run 100,000 within 1 year, RECEIVE 10% OFF

Insert Rates
(One zip code minimum)
$48 per thousand for a piece, .5 oz and less
$5 per thousand each additional .1 oz

Minimum Insert Accepted 5.5" x 8.5"
Maximum Insert Accepted 11" x 11" (may be folded)

Printing rates available upon request.

Printing and Direct Mail
In-Store Flyers
Coupons
Posters
Business Cards
Menus
and so much more!

Space Reservation, Pricing, Timelines, and Deadlines
Contact your marketing representative for details.
Like you, we are a small business dedicated to serving local customers.

We began our business with one newspaper in 1996. Since then, we’ve evolved to cover hyper-local news in sixteen towns from East Haven to Old Saybrook.

Our free papers are delivered to every home and business in our market every Thursday. That’s 60,000+ households a week!

Our audited readership is impressive at 79.6%. Of those who read our paper, 74.8% say they frequently purchase products or services from ads seen in the paper, and 56% indicate they keep the paper 3 days or more.

Our Zip06 website, introduced 5 years ago, boasts 165,000 pageviews per month and continues to grow.

Our award-winning élan magazine is the only magazine of its kind—mailed directly to 13,000 top income homes and distributed at local coffee houses, inns, and real estate offices.

Our seasonal glossies provide fresh, seasonal content and a huge calendar of local events four times a year.

We support more than 50 community non-profits every year and are active participants in our local Chambers of Commerce.

We run the Beacon Awards to recognize 15 volunteers each year who go above and beyond to serve our communities.

We live, shop, work, and play here. We are …

Your Neighbors. Your news.