



# The Day

## The Day Publishing Company

47 Eugene O'Neill Drive

P.O. Box 1231

New London, CT 06320-1231

Phone: 860-442-2200 • 800-542-3354

Fax: 860-437-8780

Email: advertising1@theday.com

Published 7 days per week, 365 days per year

### PERSONNEL

#### President and Publisher

Timothy C. Dwyer ..... 860-701-4379

#### Chief Revenue Officer

Shawn E. Palmer ..... 860-701-4264

#### Director of Advertising

Dan Graziano ..... 860-701-4203

#### Classified Manager

Richard Zesk ..... 860-701-4250

#### Director of Marketing and Specialized Content

Doreen Adams Madden ..... 860-701-4375

#### Digital Advertising Sales Manager

Eric Palmer ..... 860-701-4207

#### Director of Digital Services

Aaron Witko ..... 860-701-4332

#### Senior Administrative Manager

Jennifer Keefe ..... 860-701-4240

#### Marketing Manager

Jaclyn Nardone ..... 860-701-4304

#### Credit Manager

Lynn Gilman ..... 860-701-4204

### REPRESENTATIVES

#### U.S. Suburban Press, Inc.

428 East State Parkway, Suite 226

Schaumburg, IL 60173

847-490-6000

### COMMISSIONS AND TERMS OF PAYMENT

- All rates are net and non-commissionable.
- Advertising must be paid for in advance unless prior credit has been established.
- Payment terms are net 25 days from billing date. Thereafter, a finance charge of 1.5% per month, which is an annual percentage rate of 18%, will be added to all delinquent accounts. All returned checks are subject to a \$15 handling fee.
- Payment for transient customers is due at time of order.
- Any bill rendered to an agency and/or advertiser shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated, unless written objection is made thereto by the agency and/or advertiser within thirty (30) days from the rendering thereof.
- Billing disputes are to be resolved in a timely manner. Adjustments will not be made to charges for ads over 6 months old.
- If it is necessary to force collection for any amount due, all collection costs, including reasonable attorneys' fees and costs, shall be paid by the advertiser.
- Visa, Discover, and MasterCard are accepted.   

### ADVERTISING POLICIES

- The Day reserves the right to revise advertising rates at any time. Current advertisers will be notified 30 days prior to rate adjustment. The advertiser has the right to cancel, without penalty, prior to the time new rates are made effective by The Day.
- The receipt of a contract or order is construed as an acceptance of all the rates and conditions under which advertising space is, at the time, sold by The Day.

- When two or more discounts are involved in a purchase, only the highest discount is applicable.
- All advertising is subject to the approval of The Day.** The Day shall have the right to revise, reject or cancel, in whole or in part, any advertisement at any time for any or no reason. No advertising shall be deemed accepted by The Day until the time such advertising is actually published.
- The Day reserves the right to insert the words "paid advertisement" in all ads.
- Advertising will not be accepted if contingent on position.** Every effort will be made to accommodate reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
- The Day assumes no financial responsibility for non-publication or for typographical errors in advertisements, but will reprint that part of an advertisement in which an error occurs if it seriously alters the meaning or effect of the ad. Advertisers must notify the management within 24 hours of any error. The Day's liability shall be limited to the amount paid by the advertiser for the first insertion only and excludes consequential damages of any kind. The Day will not be responsible for errors or offer any form of credit on advertising submitted and accepted after the published deadline. Disputes unresolved after 30 days may affect credit eligibility.
- Advertisements published by The Day, utilizing copy or illustrations, or created in whole or in part by the facilities of The Day, together with the copyrights thereof, shall be the exclusive property of The Day and shall not be reproduced or copied without its written consent.
- Cancellation of any order for advertising space will not be accepted by The Day after the published cancellation deadline.
- If ad copy is not received by the production deadline thus resulting in filling ad space or altering the layout a \$150 production fee will be assessed to your account.
- Advertiser and/or advertising agency agrees to defend and indemnify The Day, its officers, agents, employees and contractors against any and all liability, loss or expenses, including reasonable attorneys' fees, resulting from the publication of advertiser's advertisement, including, but not limited to, claims of libel, plagiarism, unfair competition, unfair trade practices, infringements of trademarks, copyrights, trade names, patents or proprietary rights, or violation of rights of privacy.
- Contracts become effective the first day of the month in which they are accepted by The Day.
- CONTRACT SHORT/REBATE:** Performance will be assessed at the end of the advertising contract period. A credit rebate may be issued or the account will be charged, based on the actual contract level achieved, according to this rate card.
- Brokered advertising is not accepted in any form, ROP or preprint.
- Attack upon, or criticism of, individuals, firms or products will not be accepted.
- Home improvement contractors, financial & lending companies, moving companies and day care providers must be licensed with the State of CT and are required to display their license number in all forms of advertising.
- Political advertising must be prepaid. Identification of who is paying for the space must be published in all ads. Ads with controversial content must run 5 days prior to Election Day to allow time for rebuttal. The Day reserves the right to insert the words "political advertisement" in all political ads.

### SERVICES

- No charge for initial composition work. Changes from the original copy on proofs will be made if time permits. **Proofs are for typographical changes only, and are limited to one proof without incurring additional charges. Additional proofs may be subject to a \$20 proof fee.**
- Upon request, proofs will be sent electronically from our Advertising Ad proofing service to a provided e-mail account, emailed or delivered by request.
- All proofs must be approved by 3:00pm on requested date\*. No action implies the ad is approved as is. \*HomeSource, group pages and Sunday Advanced must clear by 2:00pm.
- Ads submitted after the published deadline will not receive a proof and The Day assumes no financial responsibility for non-publication or for typographical errors in the advertisement.
- Late ad approval is at the discretion of The Day depending on in-house Advertising Services workflow.
- Speculative ad design is available free of charge.
- Electronic transmission or PDFs of completed ads appearing in a Day publication will be provided to advertisers or to another media upon the advertiser's request, with permission of the publisher. The ad must appear first in a Day product.
- Tearsheets are available online at <http://ts.theday.com>. Paper tearsheets are available at the cost of \$5 for each requested copy.
- The Day offers advertisers a free co-op service. To make use of your available co-op money, call 860-701-4203.

### CLASSIFIED ADVERTISING RATES

|  | Daily (\$/column inch) | Sunday (\$/column inch) |
|--|------------------------|-------------------------|
| <b>Open Rate</b> .....                 | <b>\$32.50</b>         | <b>\$37.80</b>          |
| 150 inch annual bulk contract .....    | \$28.55                | \$32.55                 |
| 250 inch annual bulk contract .....    | \$26.22                | \$29.90                 |
| 500 inch annual bulk contract .....    | \$25.75                | \$29.36                 |
| 1,000 inch annual bulk contract .....  | \$25.37                | \$28.92                 |
| 3,000 inch annual bulk contract .....  | \$24.91                | \$28.39                 |
| 5,000 inch annual bulk contract .....  | \$24.74                | \$28.20                 |
| 7,500 inch annual bulk contract .....  | \$24.50                | \$27.93                 |
| 10,000 inch annual bulk contract ..... | \$24.25                | \$27.64                 |
| Over 10,000 inch bulk contract .....   | negotiable             |                         |

**Frequency Display Discounts**

|                         |              |
|-------------------------|--------------|
| 2nd insertion .....     | 25% discount |
| 3rd-6th insertion ..... | 50% discount |

Ads must run within six days of first insertion

A fee of \$25 will be added to each print advertisement to participate with the Own Local automated digital ad platform.

### TRANSIENT IN-COLUMN RATES

| Level                       | Daily (\$/line) | Sunday (\$/line) |
|-----------------------------|-----------------|------------------|
| 1-2 days/skip day .....     | \$5.00          | \$5.75           |
| 3-6 consecutive days .....  | \$4.00          | \$4.60           |
| 7-30 consecutive days ..... | \$3.50          | \$4.03           |

Four line minimum daily. Rates are charged per line, per day.

**Classified Contracts (Annual)\***

| In-Column                        | Daily (\$/line) | Sunday (\$/line) |
|----------------------------------|-----------------|------------------|
| 450 lines/yr .....               | \$2.87          | \$3.27           |
| 700 lines/yr .....               | \$2.71          | \$3.09           |
| 1,200 lines/yr .....             | \$2.50          | \$2.85           |
| 2,300 lines/yr .....             | \$2.39          | \$2.72           |
| 4,500 lines/yr .....             | \$2.28          | \$2.60           |
| 7,000 lines/yr .....             | \$2.12          | \$2.42           |
| 10,000 lines/yr .....            | \$2.05          | \$2.34           |
| 15,000 lines/yr .....            | \$1.86          | \$2.12           |
| 5 lines daily for 1 year** ..... | \$2.00          | \$2.30           |
| 7 lines daily for 1 year** ..... | \$1.80          | \$2.07           |

\*All in-column classified advertising in The Day will also appear on theday.com for only \$1 per ad, per day.

In-column classified billed at 12 lines per inch. 10 columns to a page.

\*\*Non-cumulative; must publish every day.

### EMPLOYMENT RATES - THEDAY.JOBS

**Bundled Employment Pkgs**

All Packages include:

**PRINT: The Day**

**Sunday Full Color Print Ad**

In Column Referral Ad

**ONLINE: Theday.jobs**

- 7 Day Monster.com
- 7 Day Online display ad
- 7 Day TOP JOBS
- 7 Day Social Media

**SOCIAL MEDIA**

- Mobile: 7 Days Theday.com
- Twitter: 7 Days @THEDAYJOBCT
- Facebook.com/TheDayJOBS

|   |            |
|---|------------|
| Eighth Page 5 col. x 4.25" (5.38" x 4.25")..... | \$495.00   |
| Quarter Page 5 col. x 9" (5.38" x 9").....      | \$695.00   |
| Half Page 10 col. x 9" (10.188" x 9").....      | \$995.00   |
| Full Page 10 col. x 18" (10.188" x 18").....    | \$1,495.00 |

**DIGITAL**

(300px x 250px) or (180px x 150px)

Annual contracts available - Call for details.

| Transient In-Column Rate | Daily (\$/line) | Sunday (\$/line) |
|--------------------------|-----------------|------------------|
| 1-2 days .....           | \$6.00          | \$6.90           |
| 3-6 days .....           | \$4.00          | \$5.18           |
| 7-30 days .....          | \$3.50          | \$4.03           |

\*All in-column classified advertising in The Day will also appear on theday.com for only \$1.00 per ad, per day. 5 line minimum.

**Classified Contracts (Annual).....Daily (\$/line).....Sunday (\$/line)**

|                    |        |        |
|--------------------|--------|--------|
| 450 lines .....    | \$3.24 | \$3.70 |
| 700 lines .....    | \$3.05 | \$3.48 |
| 1,200 lines .....  | \$2.82 | \$3.22 |
| 2,300 lines .....  | \$2.70 | \$3.08 |
| 4,500 lines .....  | \$2.56 | \$2.92 |
| 7,000 lines .....  | \$2.40 | \$2.74 |
| 10,000 lines ..... | \$2.32 | \$2.64 |
| 15,000 lines ..... | \$2.08 | \$2.37 |

### LEGAL NOTICE (10 COL.)

|                               | Daily (\$/line) | Sunday (\$/line)                  |
|-------------------------------|-----------------|-----------------------------------|
| <b>In-Column</b> .....        | <b>\$2.95</b>   | <b>\$3.35</b>                     |
| <b>Affidavit Charge</b> ..... | <b>\$5.00</b>   | <b>Mailed Box Replies \$28.00</b> |

All legals will appear on theday.com for only \$1 per ad per day.

### OBITUARY NOTICES

**Daily/Sunday (\$/column inch) .....**\$29.40  
Charged to Funeral Directors only. Deadline 4:30pm prior to publication.

### IN MEMORIAMs, CARDS OF THANKS

**Daily/Sunday (\$/column inch) .....**\$35.00  
Deadline: 3:00pm 2 days prior to the publication date. Thurs. at 3:00pm for Sun & Mon. All In Memoriam and Cards of Thanks will also appear on Legacy.com for \$15.

### MILESTONES

**Sunday (\$/column inch) .....**\$11.00  
Deadline: Wednesday three weeks prior to the publication date.

### DEADLINES

Classified Business Hours: Monday-Friday 8:00am-4:30pm  
Call 860-701-4200 or to go theday.com/classified

**SPACE RESERVATION**

**In-Column:** 4:00pm the previous day for Tuesday-Saturday publication; 4:00pm Friday for Sunday & Monday publication; 3:30pm Thursday for Friday Real Estate.

**Legals:** 4:00pm 2 days prior for Tuesday-Saturday publication; Noon on Friday for Sunday and Monday publication.

**Classified Display:** All space reservations & publication set materials must be received no later than 3:00pm 3 days prior to publication; 10:00am on Thursday for Sunday publication; 3:00pm Thursday for Monday publication.

**Electronic Ad** material must be received 10:00am 2 days prior to publication; Friday by 10:00am for Monday publication. Cancellation times are the same as reservation times.

**Double Truck Ads** ..... 3:00pm, 5 days prior to publication

**SPECIAL ANNUAL SECTION**

President's Day Automotive.....February

**SPECIAL FEATURES**

- HomeSource** - Real Estate ..... Every Friday
- Welcome Home** - Real Estate ..... Every Sunday
- Wheels** - Automotive ..... Every Saturday
- Theday.Jobs** - Recruitment ..... Every Sunday
- Save-A-Life** - Pet Page..... Last Sunday Each Month

### COLOR RATES

- a. Color requests subject to availability
  - b. CMYK Colors
  - c. No minimum size requirements
- |                                  |                 |
|----------------------------------|-----------------|
| <b>Black and one color</b> ..... | <b>\$385.00</b> |
| <b>Black and two color</b> ..... | <b>\$535.00</b> |
| <b>Process color</b> .....       | <b>\$685.00</b> |

## THEDAY.COM

Our website, theday.com serves one of the most engaged, loyal communities of readers in our area.

In the last year, theday.com served

- 34 million pageviews between desktop and mobile per month
- 5.7 million users between desktop and mobile per month
- 2 minutes, 25 seconds spent on theday.com
- 2.73 pages per session on theday.com

When you purchase digital advertising on theday.com your ad campaign will achieve high impact. Our rates are based on cost-per-thousand impressions (CPM). Rich media, mobile, video and site takeover are available at premium rates. All campaigns are subject to availability. Online ad production is available upon request.

### ONLINE DIMENSIONS

Leaderboard ..... 728 x 90 pixels  
 Medium Rectangle ..... 300 x 250 pixels  
 Mobile Banner ..... 320 x 50 pixels  
 File size should be under 100K; total duration should be under 30 seconds.

## PRODUCTION

### MECHANICAL MEASUREMENTS

| Cols. | All CLASSIFIED |        | ROP  |        | Tab                       |        |
|-------|----------------|--------|--|--------|---------------------------|--------|
|       | PICAS          | INCHES | PICAS  | INCHES | PICAS                     | INCHES |
| 1     | 5.514          | .919   | 9.834  | 1.639  | 11.028                    | 1.838  |
| 2     | 11.694         | 1.949  | 20.418   | 3.403  | 22.8                      | 3.800  |
| 3     | 17.868         | 2.978  | 31.002   | 5.167  | 34.578                    | 5.763  |
| 4     | 24.048         | 4.008  | 41.586   | 6.931  | 46.35                     | 7.725  |
| 5     | 30.228         | 5.038  | 52.164   | 8.694  | 58.128                    | 9.688  |
| 6     | 36.408         | 6.068  | 62.748   | 10.458 | Full Pg: 9.688" x 10.458" |        |
| 7     | 42.588         | 7.098  | Full Page: 10.458" x 20.75"  |        |                           |        |
| 8     | 48.768         | 8.128  | Contact your account representative<br>for mechanical measurements<br>on special sections. |        |                           |        |
| 9     | 54.948         | 9.158  |  |        |                           |        |
| 10    | 61.128         | 10.188 |  |        |                           |        |

### ROP DEPTH REQUIREMENTS

Advertisements over 18 inches in depth will be charged for a full page of 20.75 inches.

## ELECTRONIC AD TRANSMISSION

We prefer ads in PDF/X-1a format (press optimized, embed all fonts, including system fonts). TIFF or EPS files are also accepted.

**Native application:** We accept Adobe CC 2015 InDesign, Photoshop and Illustrator files. We do not accept files submitted from Quark Express, Adobe PageMaker or any Microsoft programs (Microsoft programs should NOT be used to prepare any digital files due to the inherent limitations of the software). If the ad is provided in a different format that we are not able to open, we reserve the right to rebuild the ad as close as possible. If you have art but no layout software, please send the graphics separately from the text, and we will be glad to set it for you.

### Please remember the following when working with graphics:

- Color should be converted to CMYK. No Pantone (PMS), RGB or Spot Colors will be recognized. Any files submitted that use other color profiles will be converted to CMYK which may shift colors.
- Color or grayscale graphics should be at least 172-250 dpi (300 for magazine) and saved as a TIF or JPEG (maximum quality) file at the full size used in creative. We do not recommend graphics collected from the web as they are 72 dpi and RGB so they will print poorly and look jagged.
- Line art should be at least 600 dpi (1200 for magazine) and Bitmap, not RGB/CMYK/Grayscale.
- Text: The use of Rich Black, Registration or 4/C black type should be avoided. For clarity and readability we recommend minimum: 8pt Black text, 14pt using two or more overprinting inks.

**Email ads to: Advertising1@theday.com and your Multimedia Consultant.** The subject line must include the account name, publication date and ad size. (Ex: My Store Jan 15 3x5).

For files larger than 10MB, please contact your Multimedia Consultant for file transfer information.

Digital delivery through:     
[www.theday.com/adsubmission](http://www.theday.com/adsubmission)

## SPECIAL EDITORIAL DAYS/PAGES/FEATURES

Sunday: ..... Daybreak (features), Jobs (Recruitment),  
 Welcome Home (Real Estate), Business, Perspective  
 Monday: ..... Daybreak  
 Wednesday: ..... Daybreak-Food  
 Thursday: ..... Night & Day (Entertainment)  
 Friday: ..... HomeSource (Real Estate), Daybreak  
 Saturday: ..... Wheels, Daybreak

### SUNDAY COLOR COMICS

## CIRCULATION/READERSHIP

The Day was founded in 1881 and is published 7 days per week, 364 days per year. The Day is a member of the Alliance for Audited Media (formerly ABC), Arlington Heights, IL. The current AAM Audit is available upon request.

### Total Circulation

**The Day - Daily** ..... 18,623                      **The Day - Sunday** ..... 20,169

### Readership\*

**The Day**                      54,657 (daily)                      58,522 (Sunday)

\*Readership figures reflect totals for printed and digital editions



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