

NATIONAL RATE CARD



See how The Day impacted our communities in 2019 **Special Section Inside**

SUNDAY, JANUARY 19, 2020

VOL. 138, NO. 202 52 PAGES

NEW LONDON www.theday.com \$3.00

"He's a really hard worker and never says no. Every time we throw something at him, he surprises us and does it 10 times better than we would expect." **CATLIN BOLAND, PHYSICAL THERAPIST OF RICHARD PAWULSKI, WHO IS RECOVERING FROM EEE**



Richard Pawulski reaches out to high-five occupational therapist Megan Palmer on Jan. 10 as physical therapist Catlin Boland looks on at Gayford Specialty Healthcare in Wallingford. Pawulski is recovering after contracting Eastern equine encephalitis from a mosquito bite last year. Three other people in Connecticut died last year after contracting the disease. Visit www.theday.com to see a video.

THE PRESIDENT IMPEACHED

Trump team, House Dems duel

Arguments preview those coming when Senate trial starts Tuesday

By ERIC TUCKER, ZEKE MILLER and LISA MASCARO Associated Press

Washington — President Donald Trump's legal team issued a fiery response ahead of opening arguments in his impeachment trial Saturday while House Democrats laid out their case in forceful fashion, saying the president had betrayed public trust with behavior that was the "worst nightmare" of the founding fathers.

The dueling statements previewed arguments both sides intend to make once Trump's impeachment trial begins in earnest on Tuesday. That challenge will be to make a case that appeals to senators who will render the verdict and for an American public hearing for a presidential election in 10 months.

The House's 111-page brief pulled together the private and public testimony of a dozen witnesses — ambassadors and national security officials at high levels of government — who raised concerns about the president's actions with Ukraine. Stripped of legalese and structured in plain English, the document underscored the extent to which the impeachment proceedings are a political rather than conventional legal process.

The Trump team similarly offered a taste of the rhetoric expected to be deployed by the president's defenders in the Senate.

In their brief, the House managers overseeing the prosecution wrote that it is clear that the "evidence overwhelmingly established" that Trump is guilty of both charges for which he was impeached last month.

SEE HOUSE PAGE A6

'A PHENOMENAL MIRACLE' Colchester man survives EEE

By THELMA HARTZ Day Staff Writer

One day last August, Richard Pawulski was doing workout in his family's lush, wooded backyard in Colchester, when he was bitten by a mosquito.

Pawulski, a healthy 42-year-old husband, father and physical therapist, had no idea he had been bitten, or that the mosquito that bit him was carrying the deadly Eastern equine encephalitis virus, commonly known as EEE.

Now, Pawulski is bedridden and struggles to speak after awakening from a two-month coma with a fatal prognosis. He said he feels like he has "gone through hell" and "wouldn't wish this on anyone."

On average, only seven people contract the virus in the United States each year, with a spike in 2008, according to the Centers for Disease Control and Prevention, which said there's no case for the increase to nearly 40 cases last year.

In Connecticut, Pawulski was one of four people to contract the virus last year — and he is the only one who survived.

"We treat him like any other neurologically impaired patient and we hope for the best. There's really no boundaries, his recovery could be full." **MEGAN PALMER, OCCUPATIONAL THERAPIST FOR RICHARD PAWULSKI**

On Aug. 22, Pawulski began complaining of flu-like symptoms, including a high fever and stiff neck, according to his wife, Malgorzata Pawulski.

He was taken to Middlesex Hospital, where an MRI found fluid inside his brain. He was later transferred to Yale-New Haven Hospital, where doctors ran a multitude of tests, trying to figure out why his health was declining so rapidly. Within days, he slipped into a coma. Doctors told his wife and daughter he would never wake up.

On Oct. 1, the mystery of what had made Pawulski sick was solved, but the prognosis was bleak. Pawulski had contracted the EEE virus, which had infected his brain.

The EEE virus can result in neurologic disease, including meningitis and encephalitis, or inflammation of the brain. Approximately a third of all people with encephalitis due to EEE die, usually within two to 30 days after the onset of symptoms. But many people infected with EEE have no apparent illness. It takes four to 10 days after the bite of an infected mosquito to develop symptoms.

The Pawulskis' 14-year-old daughter, Amelia Pawulski, said she was "distracted" when she heard the diagnosis and got more and more afraid every time she heard on the news that another person had died from the virus.

"He was one of my best friends, I couldn't imagine losing him," said the teen, who said she feared her dad would miss her high school and college graduations and her wedding.

She often wanted to stay home from school, she said, because classmates were approaching her in the hall asking her about the virus. She became nervous about going outside, for fear of contracting it herself.

For about 60 days, Pawulski remained in a coma and was expected to die, as the state's three other victims of the virus in Old Lyme, East Lyme and East Haddam had, according to the Connecticut Department of Public Health. His family made funeral arrangements and put him in hospice with palliative care, but remained hopeful that he would wake up.

On Oct. 22, Richard's mother, who has been visiting from Poland since news that another person had died from the virus, said she was "distracted" when she heard the diagnosis and got more and more afraid every time she heard on the news that another person had died from the virus.

SEE COLCHESTER PAGE A4

Stonington officials failed to follow policy in Chokas matter

By JOE WOJCIAS Day Staff Writer

Stonington — A review of school district policies and procedures shows administrators repeatedly failed to follow their own requirements when handling the numerous sexual harassment complaints made by female students against former high school teacher and coach Timothy Chokas.

The Day's review shows Superintendent of Schools Van Riley and high school Principal Mark Fries violated the policies in a number of ways, such as failing to inform students they could file written complaints, not contacting their parents, failing to complete a written investigation and not informing students of the results of those investigations.

The school system has refused to say which of the documents it used to evaluate the complaints made about Chokas beginning in 2013. "This is a personnel issue and we are not able to respond to your questions," Riley said by email.

Most of the released documents were not approved school board policies but included items such as student, employee, athlete and coaches' handbooks, health curricula, lesson plans, training programs, detailed guidelines from the New Hampshire Department of Education for investigating sexual harassment and information on issues such as bullying and dating violence.

Included in the released documents are two policies that specifically deal with sexual harassment.

Policy 5345.5, titled "Students Sexual Harassment," which was approved in 1988 and again in 2009, stipulates a procedure for complaints of sexual harassment involving complaints of sexual harassment involving dating violence.

SEE STONINGTON PAGE A6

WEATHER

Today, partly sunny and breezy High 42. Monday, mostly sunny, breezy and very chilly High 30. **E**

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KING TUT TOUR COMING TO BOSTON

Boston — Treasures from the famed Egyptian ruler King Tut are coming to Boston.

The more than 150 artifacts from Tutankhamun's tomb will be on display from June 15 through January 2021 at The Saunders Castle at Park Plaza, a special events space in the city's Back Bay neighborhood.

They're part of "King Tut: Treasures of the Golden Pharaoh," a traveling exhibit with stops in Paris, London and Los Angeles.

The exhibit is billed as the largest display of Tut's treasures ever to travel outside of Egypt. The objects will become part of the permanent collection of the Grand Egyptian Museum under construction in Egypt. Mayor Marty Walsh announced the exhibit outside City Hall this past week. He was backed by a 25-foot, five-ton recreation of an Egyptian tomb guardian. Officials say it's the first time King Tut's possessions have exhibited in nearly 60 years. Some of Tut's relics last exhibited in the city in 1963.

—Associated Press

WORD FROM PALACE: HARRY, MEGHAN TO GIVE UP TITLES

Hughes Hotel and Prince Harry will give up their royal titles, Buckingham Palace announced Saturday. The two will no longer receive royal funding and will cease to function as acting members of Britain's most famous family effective this spring.

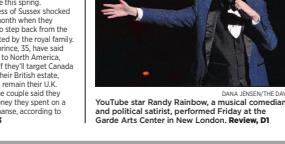
The Duke and Duchess of Sussex shocked the world earlier this month when they revealed they wished to step back from the binding spotlight created by the royal family.

Markle, 38, and the prince, 35, have said they intend to relocate to North America, with many wondering if they'll buy a second home as their landing spot. Their British estate, Frogmore Cottage, will remain their U.K. home residence, but the couple said they intend to give back money they spent on a refurbishment of the manse, according to Buckingham Palace. **A3**

SEE COLCHESTER PAGE A4

A colorful show

YouTube star Randy Rainbow, a musical comedian and political satirist, performed Friday at the Garde Arts Center in New London. **Review, D1**



SEE STONINGTON PAGE A6

The Day

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Published 7 days per week, 365 days per year

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COMMISSIONS AND TERMS OF PAYMENT

- 15% to recognized advertising agencies.
- 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.

BLACK & WHITE RATES

| | | |
|------------------------|-------------------------------|--------------------------------|
| | Daily (\$/column inch) | Sunday (\$/column inch) |
| Open Rate | \$52.35 | \$59.50 |
| 1st repeat | 20% discount | |
| 2nd repeat | 40% discount | |

Sunday is not discounted. Repeats must be in the same calendar week as, and must be ordered with, the initial insertion.

NEWSPLAN DISCOUNTS

| Pages | Discount | Daily (\$/column inch) | Sunday (\$/column inch) | Total Inches |
|-------|----------|------------------------|-------------------------|--------------|
| 6 | 5% | \$45.85 | \$52.27 | 756 |
| 13 | 10% | \$43.43 | \$49.51 | 1,638 |
| 26 | 15% | \$41.02 | \$46.76 | 3,276 |
| 52 | 20% | \$38.61 | \$44.02 | 6,552 |

COLOR RATES

- a. Color requests subject to availability
- b. CMYK Colors
- c. No minimum size requirements

| | |
|----------------------------------|-----------------|
| Black and one color | \$385.00 |
| Black and two color | \$535.00 |
| Process color | \$685.00 |

SPECIAL ANNUAL SECTION

Presidents' Day Automotive February

CLASSIFIED DISPLAY RATES

| | |
|----------------------------------|-----------------------------------|
| Daily (\$/class col. in.) | Sunday (\$/class col. in.) |
| \$36.49 | \$41.60 |

2nd-6th insertion: 25% discount. Must run within six days of first insertion

AUTOMOTIVE ASSOCIATION RATES

| | | |
|-----------------------------------|--------------------------------|---------------------------------|
| | Daily (\$/SAU col. in.) | Sunday (\$/SAU col. in.) |
| Open Rate | \$18.83 | \$21.47 |
| 2nd insertion, 15% discount | \$16.00 | \$18.24 |
| 3rd insertion, 25% discount | \$14.12 | \$16.10 |

Repeat rate ads must run within six days of first insertion.

TRANSIENT IN-COLUMN RATES*

| | | |
|-----------------------------|------------------------|-------------------------|
| Level | Daily (\$/line) | Sunday (\$/line) |
| 1 day rate/skip day | \$5.88 | \$6.76 |
| 2-3 consecutive days | \$4.70 | \$5.41 |
| 4-31 consecutive days | \$4.18 | \$4.74 |

Rates charged per line, per day. 4 line minimum. Billed at 12 lines per inch.

EMPLOYMENT DISPLAY RATES

| | | |
|-----------------------------------|----------------------------------|-----------------------------------|
| | Daily (\$/class col. in.) | Sunday (\$/class col. in.) |
| Open Rate | \$43.53 | \$49.62 |
| Annual Bulk Contract Rates | | |
| 150 inch | \$36.14 | \$41.20 |
| 250 inch | \$35.79 | \$40.80 |
| 500 inch | \$35.14 | \$40.06 |
| 1000 inch | \$34.65 | \$39.50 |

2nd-6th insertion: 25% discount. Must run within six days of first insertion.

EMPLOYMENT IN-COLUMN RATES*

| | | |
|----------------------|------------------------|-------------------------|
| | Daily (\$/line) | Sunday (\$/line) |
| 1 day | \$7.05 | \$8.12 |
| 2-3 days | \$5.29 | \$6.09 |
| 4 days or more | \$3.50 | \$4.03 |

AD NOTE RATES

| Frequency | 12,500-24,999 | 25,000-49,999 | 50,000+ |
|------------------------|---------------|---------------|---------|
| 1 time | \$63 | \$49 | \$47 |
| 6 times | \$61 | \$47 | \$45 |
| 12 times | \$58 | \$44 | \$42 |
| Application only | \$35 | \$35 | \$35 |

Special shapes +\$4/M Backside Print (1 color) +\$2/M
Internal Perforation (on 3x3 only) +\$2/M
Coin Reactive Reveal +\$2/M
 3"x3". Bleed size is 3.125"x3.125". Image area is 2.875"x2.875".
 Full color and high gloss varnish at no extra cost. Above rates are cost per thousand.

*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.

DEADLINES

SPACE RESERVATION

All orders, copy and printing material must be received no later than the published deadlines. Cancellation deadlines are the same as the reservation times. Intervening holidays advance deadlines by one full weekday.

Publication

| | |
|----------------------------|---------------------|
| Sunday | 3:00 p.m. Wednesday |
| Sunday Daybreak | 3:00 p.m. Monday |
| Monday | 3:00 p.m. Thursday |
| Tuesday | 3:00 p.m. Thursday |
| Wednesday | 9:00 a.m. Monday |
| Thursday | 3:00 p.m. Monday |
| Thursday Night & Day | 3:00 p.m. Monday |
| Friday | 3:00 p.m. Tuesday |
| HomeSource | 2:00 p.m. Tuesday |
| Saturday | 3:00 p.m. Wednesday |

Space Reservation & Ad copy deadlines

PREPRINT INSERTION RATES - THE DAY

OPEN RATES (rates are net and non-commissionable)

| Standard | Tab | Full Run CPM | Zoned CPM |
|----------|-----|--------------|-----------|
| SS | | \$45.90 | \$48.96 |
| 2 | 4 | \$55.08 | \$58.14 |
| 4 | 8 | \$57.89 | \$65.03 |
| 6 | 12 | \$58.91 | \$66.05 |
| 8 | 16 | \$62.22 | \$68.09 |
| 10 | 20 | \$68.34 | \$72.17 |
| 12 | 24 | \$73.44 | \$76.25 |
| 14 | 28 | \$75.99 | \$80.58 |
| 16 | 32 | \$77.78 | \$82.62 |
| 20 | 40 | \$79.05 | \$84.66 |
| 24 | 48 | \$80.33 | \$86.70 |

Add \$1.25/M for each additional 4 tab pages above 48 pages.

CONTRACT RATES

| Number of Annual Inserts | Discount |
|--------------------------|----------|
| 5x | 3% |
| 15x | 7% |
| 30x | 10% |
| 48x | 12% |
| 75x+ | 15% |

PRINT & DELIVER PROGRAM

Let The Day help you design, print, target and distribute your message to the best prospects for your business. From single sheets to multiple page tabloids, we can do it all! Contact your Multimedia Consultant for more information.

Please contact your Multimedia Consultant or call 860-701-4203 for quantity required. Minimum distribution is 10,000 pieces.

Holiday Preprint Information – The Day

Thanksgiving Day: Thursday, November 26, 2020

Full run Sunday preprint quantities are required for Thanksgiving Day distribution. Please contact your Multimedia Consultant for quantities and rates. **Thanksgiving Day inserts due November 2, 2020.**

Reservation deadline: 15 days prior to insertion.

Delivery deadline is no more than 16 days and no less than 10 days prior to insertion date. Deliveries accepted between 8:30am & 12 noon and between 1:00pm & 4:00pm. Monday thru Friday. Additional charge of \$500 for late delivery.

Deliver to Providence Journal, 210 Kinsley Ave., Providence, RI 02903
 Vikki Faria: 401-277-7551

Pre-print Specifications: Please call your Multimedia Consultant to request preprint specification information.

Pre-print ROP Equivalent Lineage: Pre-print insert revenue will fulfill ROP contract requirements as follows: insertion cost of pre-print will be divided by advertiser's ROP contract rate and that inch figure will be credited to ROP inches. Pre-print inches are non-rebateable.

TIMES PUBLICATIONS/TMC PREPRINT INSERTION RATES

Times Publications delivered to all households every Thursday

| Weight (oz.) | Page Ct | CPM | Weight (oz.) | Page Ct | CPM |
|--------------|---------|---------|--------------|---------|----------|
| Up to 0.25 | SS | \$54.25 | Up to 1.55 | 24 Tab | \$93.75 |
| Up to 0.50 | 4 Tab | \$62.50 | Up to 1.75 | 28 Tab | \$112.50 |
| Up to 0.75 | 8 Tab | \$68.50 | Up to 2.00 | 32 Tab | \$135.00 |
| Up to 1.00 | 12 Tab | \$70.25 | Up to 2.25 | 36 Tab | \$162.00 |
| Up to 1.25 | 16 Tab | \$78.25 | Up to 2.50 | 40 Tab | \$194.50 |
| Up to 1.40 | 20 Tab | \$84.75 | Up to 2.75 | 44 Tab | \$233.25 |
| | | | Up to 3.00 | 48 Tab | \$279.75 |

Rates are based on actual weight of insert
 Please contact your Account Executive or call 860-701-4440 for quantity required. Minimum distribution is 5000 pieces.

PRINT & DELIVER

| Half Sheet (5.5" x 8.5") | | | Single Sheet (8.5" x 11") | | |
|--------------------------|-----|----------|---------------------------|-----|----------|
| Quantity | Day | Overrun* | Quantity | Day | Overrun* |
| 5,000-19,999 | 61 | 38 | 5,000-19,999 | 91 | 68 |
| 20,000-24,999 | 59 | 36 | 20,000-24,999 | 86 | 63 |
| 25,000-49,999 | 50 | 27 | 25,000-49,999 | 66 | 43 |
| 50,000-99,999 | 47 | 24 | 50,000-99,999 | 57 | 34 |
| 100,000+ | 45 | 22 | 100,000+ | 54 | 31 |

| Jumbo Sheet (10" x 11.5") | | | Four Tab (11" x 17" folded to 8.5" x 11") | | |
|---------------------------|-----|----------|---|-----|----------|
| Quantity | Day | Overrun* | Quantity | Day | Overrun* |
| 5,000-19,999 | 93 | 70 | 5,000-19,999 | 109 | 85 |
| 20,000-24,999 | 89 | 66 | 20,000-24,999 | 106 | 82 |
| 25,000-49,999 | 69 | 46 | 25,000-49,999 | 76 | 52 |
| 50,000-99,999 | 60 | 37 | 50,000-99,999 | 74 | 50 |
| 100,000+ | 57 | 34 | 100,000+ | 74 | 50 |

70# Gloss Text or Offset included. Four color printing at no extra charge. 2-sided printing at no extra charge. Single fold included in 4-pg. flyer/brochure. FOB New London. Additional Folds at \$8/M. See your Multimedia Consultant for additional information or custom requests.

*An overrun is less than 10% of P&D order. Rates are cost per thousand.

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 | <p style="text-align: center;">Contact your account representative for mechanical measurements on special sections.</p> | | | |
| 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 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

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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