

# RETAIL RATE CARD



# The Day

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

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"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 PAWLUKI, WHO IS RECOVERING FROM EEE



Richard Pawluki reaches out to high-five occupational therapist Megan Palmer on Jan. 10 as physical therapist Caitlin Boland looks on at Gaylord Specialty Healthcare in Wallingford. Pawluki 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](http://www.theday.com)

## 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 Pawluki was doing workout in his family's lush, wooded backyard in Colchester, when he was bitten by a mosquito.

Pawluki, 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, Pawluki 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 spikes in 2008 according to the Centers for Disease Control and Prevention, which said there's no one case for the increase to nearly 40 cases last year.

In Connecticut, Pawluki was one of four people to contract the virus

"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 PAWLUKI

last year — and he is the only one who survived.

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

He was taken to Middewest 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 Pawluki sick was solved, but the prognosis was bleak. Pawluki

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 die due to EEE, 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 Pawlukis' 14-year-old daughter, Amelia Pawluki, 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, Pawluki 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.

A toe moves

On Oct. 22, Richard's mother, who has been visiting from Poland since news that another person had died

SEE COLCHESTER PAGE A4

## Stonington officials failed to follow policy in Chokas matter

What's next

Jan. 23: The school board will discuss and possibly approve the hiring of an attorney to conduct an independent investigation of how school officials handled the allegations against former teacher and coach Timothy Chokas, after resigning calls for one since last summer.

Jan. 29: A public workshop at 7 p.m. at the former Pleasantville Middle School to begin discussing issues, such as how to improve the complaint reporting process and the interview process for those filing a complaint, how to make students making complaints feel comfortable, how to better involve parents in the process and forming community partnerships to address the issue.

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 stu-

dents of the results of those investigations.

The Day's review began after the school systems recently released 550 pages of documents in response to the newspaper's Freedom of Information request for any policies, procedures and guidelines the district uses to handle complaints against employees.

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.

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.

The policies

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

SEE STONINGTON PAGE A6

## WEATHER

Today, partly sunny and breezy High 42, Monday, mostly sunny, breezy and very chilly High 30. E8

## INDEX

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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.

Marye Marye Walsh announced the exhibit outside City Hall this past week. He was backed by a 25-foot, five-ton recreation of an Egyptian north quadrant.

Officials say it's the first time King Tut's possessions have exhibited in nearly 60 years. Some of Tut's relics last visited 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

## 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



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# The Day

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Published 7 days per week, 365 days per year

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## REPRESENTATIVES




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## 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.

## RETAIL ADVERTISING RATES

	Daily (\$/column inch)	Sunday (\$/column inch)
<b>Open Rate</b> .....	<b>\$44.50</b> .....	<b>\$50.58</b>
75 inch annual bulk contract .....	\$38.35 .....	\$43.68
150 inch annual bulk contract .....	\$33.84 .....	\$38.54
250 inch annual bulk contract .....	\$32.94 .....	\$37.51
500 inch annual bulk contract .....	\$32.20 .....	\$36.67
1,000 inch annual bulk contract .....	\$31.76 .....	\$36.17
3,000 inch annual bulk contract .....	\$31.53 .....	\$35.90
5,000 inch annual bulk contract .....	\$30.97 .....	\$35.25
7,500 inch annual bulk contract .....	\$30.79 .....	\$35.07
10,000 inch annual bulk contract .....	\$30.52 .....	\$34.75
15,000 inch annual bulk contract .....	\$30.01 .....	\$34.16

	Full Page	Half Page
<b>Night &amp; Day Rates</b>		
Open .....	\$2,350.00 .....	\$1,175.00
6x .....	\$2,020.00 .....	\$1,010.00
13x .....	\$1,975.00 .....	\$987.50
26x .....	\$1,945.00 .....	\$972.50
39x .....	\$1,885.00 .....	\$942.50
52x .....	\$1,840.00 .....	\$920.00

Revenue contracts available. Ask your Multimedia Consultant for details.

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

**b. REPEAT ADS**

1. Must be ordered with the initial insertion.
2. No copy changes to qualify for repeats.

**First repeat run in the same week.....20% discount**

**2nd repeat and up to 5 additional insertions .....40% discount**

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

c. Premium Positioning.....add 25%

**d. NON-RETAIL RATES**

	Daily (\$/column inch)	Sunday (\$/column inch)
Charity Rate (must be 501(c) 3 to qualify) .....	\$33.00 .....	\$38.00
Political Advertising Rate .....	\$40.00 .....	\$46.00

(Please see Q. under Advertising Policies)

**In Memoriams, Cards of Thanks**

Daily/Sunday (\$/column inch) .....\$35.00

Deadline: 3:00pm 2 days prior to the publication date; 3:00pm Thurs. for Sun. & Mon.

## 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>

## DISPLAY 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	Space Reservation & Ad copy deadlines
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

## AD NOTE RATES

Frequency	12,500-24,999	25,000-49,999	50,000+
1 time .....	\$66 .....	\$51 .....	\$49
6 times .....	\$64 .....	\$49 .....	\$47
12 times .....	\$61 .....	\$46 .....	\$44
Application only .....	\$50 .....	\$50 .....	\$50

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.

Minimum quantity is 10,000 pieces.

## 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.

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
Up to 0.25 .....	SS .....	\$54.25
Up to 0.50 .....	4 Tab .....	\$62.50
Up to 0.75 .....	8 Tab .....	\$68.50
Up to 1.00 .....	12 Tab .....	\$70.25
Up to 1.25 .....	16 Tab .....	\$78.25
Up to 1.40 .....	20 Tab .....	\$84.75
Up to 1.55 .....	24 Tab .....	\$93.75
Up to 1.75 .....	28 Tab .....	\$112.50
Up to 2.00 .....	32 Tab .....	\$135.00
Up to 2.25 .....	36 Tab .....	\$162.00
Up to 2.50 .....	40 Tab .....	\$194.50
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 Multimedia Consultant or call 860-701-4203 for quantity required. Minimum distribution is 10,000 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	64	41	5,000-19,999	96	73
20,000-24,999	61	38	20,000-24,999	91	68
25,000-49,999	52	29	25,000-49,999	69	46
50,000-99,999	48	25	50,000-99,999	59	36
100,000+	46	23	100,000+	56	33

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	98	75	5,000-19,999	116	91
20,000-24,999	94	71	20,000-24,999	112	88
25,000-49,999	74	51	25,000-49,999	80	55
50,000-99,999	65	42	50,000-99,999	78	54
100,000+	62	39	100,000+	78	53

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;"><b>Contact your account representative for mechanical measurements on special sections.</b></p>			
9	54.948	9.158				
10	61.128	10.188				

Full Pg: 10.188" x 20.75"  
Full Pg Tab: 10.188" x 10.208"

**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**  
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