

THE SPIRIT OF AMERICA



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Online PayPal Payments To: Accounts@Midday.com

MIDDAY NOON PREPAID DISPLAY AD RATES - WH 5 DAY PRINT/WEB EDITION - 1K/DAY

Effective April 15, 2009 - Online Insert Ordering At <http://Ads.MiddayNoon.com>

5 DAY 5,000 PRINT PLUS WEB CUMULATIVE • PUBLISHED DAILY MONDAY-FRIDAY

AD SIZE	MECHANICAL REQMT. (**)	SINGLE ISSUE	2 ISSUES	3 ISSUES	5 ISSUES	FRONT PAGE (5)	ABOVE FOLD (5)	MAST * HEAD (5)	PAGE 2 ROP (5)
1/32	2.42X1.79					\$99	\$119	\$149	\$84
1/24	3.29X1.79					-	-	-	\$112
1/19	2.42X3.00					\$164	\$196	\$247	\$140
1/16	5.03X1.79					\$195	\$234	-	\$166
1/16	2.42X3.77					\$195	-	-	\$166
3/32	5.03X2.78					\$262	-	-	\$224
1/9	5.03X3.00					\$320	\$384	\$484	\$273
1/9	3.29X5.08					-	-	-	\$290
1/8	5.03X3.77					\$377	-	-	\$322
1/7	3.29X6.63					-	-	-	\$367
3/16	7.64X3.77					\$550	-	-	\$469
3/16	5.03X5.75					\$554	-	-	\$473
1/5	2.42X12.72					-	-	-	\$492
1/4	7.64X4.75					\$665	-	-	\$567
1/4	2.42X15.63					-	-	-	\$590
1/4	10.25X3.77					\$706	-	-	\$602
1/4	5.03X7.73					-	-	-	\$607
3/8	10.25X5.75					\$1,053	-	-	\$898
3/8	7.64X7.73					10	17	26	52
2/5	5.03X12.72					ISSUES	ISSUES	ISSUES	ISSUES
1/2	7.64X9.69								
1/2	5.03X15.63								
1/2	10.25X7.73								
3/5	7.64X12.72								
5/8	10.25X9.69								
3/4	10.25X11.67								
4/5	10.25X12.72								
7/8	10.25X13.44								
PAGE	10.25X15.63								
SPRD	21.25X15.63								

PREPAID DISPLAY AND PREPAID CLASSIFIEDS 4 COL. FORMAT. AT \$1.00/WORD/5 DAY ONLINE ORDERS - [HTTP://ADS.MIDDAYNOON.COM](http://ADS.MIDDAYNOON.COM)

INTERNET
 Covering
WORLD NEWS
 and
 West Hartford
 Elmwood
 Park Road
 Bishops Corner
 The Center
 Corbins Corner
 Blue Back Square
 Westfarms

SPECIAL POSITIONS: Front page ads appear below the fold. Any front page ad appearing partially above the fold is billed at the "Above Fold" ad rate. Masthead (*When Available) ads appear alongside the MiddayNoon.com masthead logo which can be moved right or left of center. **Page 2 Position Request**, add \$5; Top Page Left, add \$14; Top Page Right, add \$10.
COLOR: Spot...\$19; Special Spot Color Request...\$24; Full Process...\$99; Color Separations...\$52-\$94 depending on size.
DESIGN, LAYOUT & TYPESETTING: Add \$34 to total. **110 Line Halftone/Scan/Line Art** - \$9 each. **Special Paper** - Call.
INSERTS (Print Only - When Available): Weight per piece - 3 oz. or less. Maximum size flat or folded - 8 1/2" x 11"; 70 lb. stock or heavier weight; \$89 per 1,000 prepaid; over 3 oz. @ \$1.09/lb. prepaid. Minimum order - 1,000.
CLASSIFIEDS PREPAID: \$1.00 per word for 5 day print and internet run. \$7 minimum order. Add \$5 for box. No changes - No cancellations - No refunds. Ad will run in first available space.
PREPAYMENT DISCOUNT - ROP DISPLAY: Discounts included in above prepaid rates. Non-Profits deduct 15%.
DEADLINE: Classified ads and inserts must be received by 5 p.m. 2 business days preceding day of publication. Display ads must be received by 5 p.m. 1 business day preceding day of publication. **COMMISSIONABLE AGENCY:** Less 15%.
CIRCULATION: Rates based on 5,000 weekly print plus web readers. Web site hits vary daily. **Print Edition Subscription** - \$2 for a sampler. **Publisher** reserves right of final acceptance for all submitted advertising. Place Display/Classified Advertising online at <http://Ads.MiddayNoon.com>. Mail orders with payment and ad copy to Midday, PO Box 30, Hartford, CT 06141-0030, USA - Midday contact assistance: +1 (860) 966-3447 • WestHartfordFlyer1K@Midday.com