

The Prospect Pages, LLC

Prospect's #1 Source for Monthly Community News

The Prospect Pages has brought our readership a unique blend of hometown and neighborhood news and civic activities each month for 21 years. Townspeople and area residents read about their friends, neighbors and organizations and refer to their paper throughout the month when scheduling their own activities.

As an advertiser, you can reach these active people at home as they plan their buying decisions.

Let **The Prospect Pages** provide the vehicle and environment to effectively deliver your advertising message!

Our circulation is 8,000, with 6,000 copies mailed **FREE** to every home in Prospect, as well as the bordering sections of Waterbury, Cheshire and Naugatuck.

Free copies are also available for pick-up every month at local stores, coffee shops, restaurants and public buildings throughout the area.

ADVERTISING RATE SCHEDULE

(effective May 1, 2008)

AD DESCRIPTION	AD SIZING (width x height)	1x 1 to 2 insertions	3x 3 to 5 insertions	6x 6 to 8 insertions	9x 9 to 11 insertions	12x 12 insertions
FULL PAGE	10" x 14.5"	512.00/mo.	480.00/mo.	448.00/mo.	433.00/mo.	415.00/mo.
3/4 PAGE	8" x 13" OR 10" x 10.5"	472.00/mo.	439.00/mo.	408.00/mo.	391.00/mo.	377.00/mo.
1/2 PAGE	6"x12" OR 10" x 7"	416.00/mo.	386.00/mo.	357.00/mo.	345.00/mo.	328.00/mo.
1/4 PAGE	6" x 6" OR 4" x 9"	295.00/mo.	266.00/mo.	237.00/mo.	221.00/mo.	206.00/mo.
1/8 PAGE	4" x 4.5" OR 6" x 3"	234.00/mo.	204.00/mo.	175.00/mo.	161.00/mo.	146.00/mo.
BOX AD	4" x 3.25"	113.00/mo.	Note: Frequency discount rates DO NOT apply to Box Ads or Business Card Ads			
BUSINESS CARD	4" x 2" OR 2" x 4"	57.00/mo.				

PREPAYMENT DISCOUNTS: Advertisers paying for a *full year in advance* will receive an additional 10% discount.
TERMS: All ads must be paid in full prior to the monthly deadline. If payment is not received in full by the deadline, your ad will not be printed. **Major credit cards and debit cards are accepted.**

COLUMN WIDTHS: Column widths are 2" with a gutter of 0.13" Camera-ready copy will be accepted using these dimensions.

COLOR: \$75 additional per month for four-color ad.
(**Note:** Color pages are limited each month; color ads will be accepted on a space available basis.)

SPECIAL ADS: Special Birthday, Anniversary, Wedding, and Achiever ads with photos are \$20 each. Special ads without photos are \$10. (Special ads are sized as space permits.)

SPECIAL POSITIONS: Guarantee of specified ad positions accepted at the discretion of the Publisher.

CLASSIFIED LISTINGS: \$15 for 25 words or less; .25 each additional word. No discounts applicable.

INSERTS: We offer design and printing services for inserts. We can also accept your pre-printed material for insertion into our publication. Rates, availability, and mechanical requirements are available upon request.

SHORT RATES & REBATES: Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their rate has been based. Advertisers will be rebated if, within a 12-month period from date of the first insertion they have used sufficient space to earn a lower rate than billed.

WEBSITE ADVERTISING: Advertisers benefit also from our online exposure. Archived issues remain on our website at www.ProspectPages.com

Publication Date: 1st of Every Month
Deadline for Display & Classified Ads:
20th of the previous month

(Ex: January 20th is the Deadline for publication in the February 1st issue)

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