



ADVERTISING RATES 2020

The Westerly Sun | thewesterlysun.com | Mystic River Press | The Express

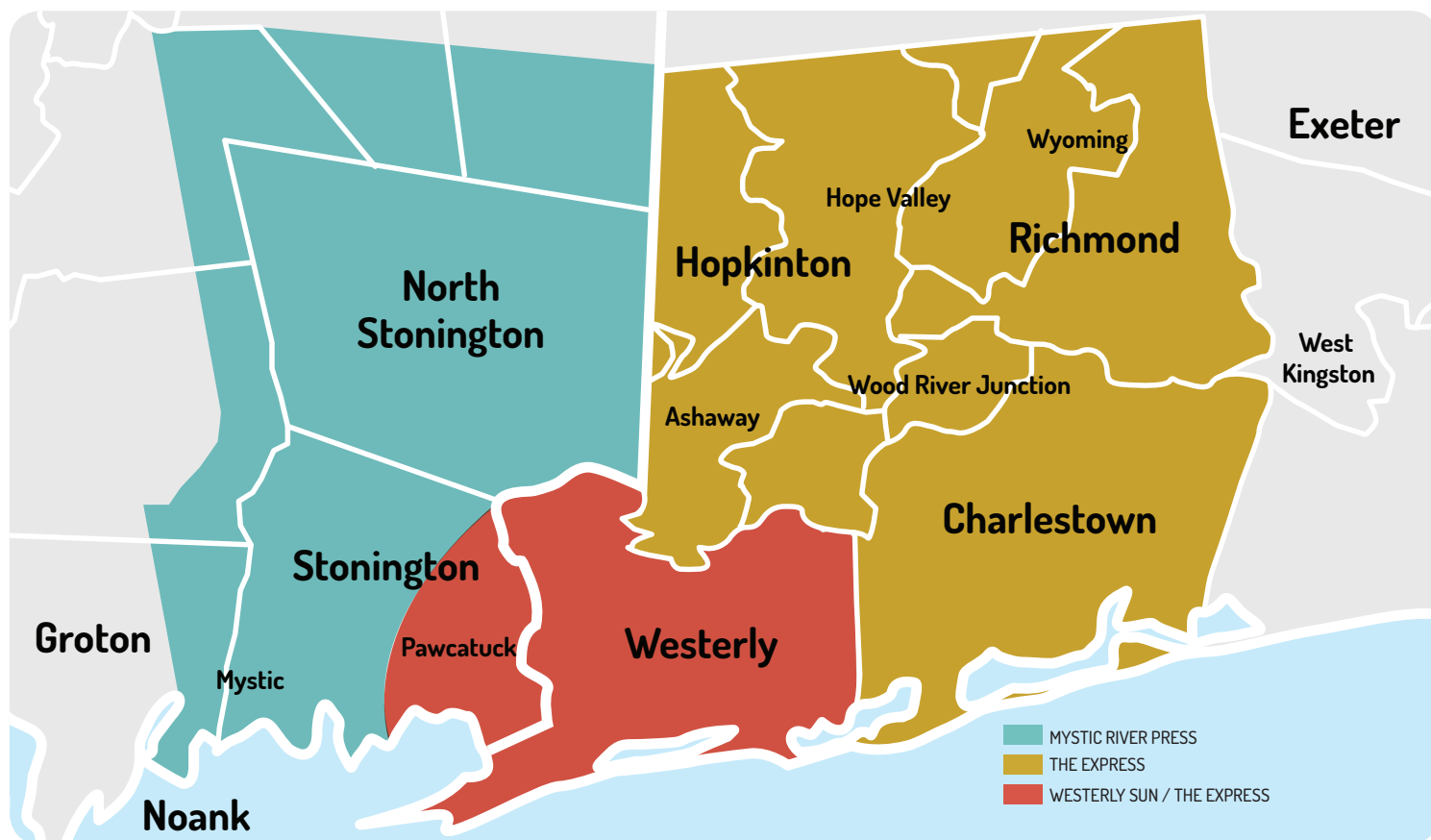


99 Mechanic Street | Pawcatuck, Connecticut | 860.495.8274 | advertising@sun-mediagroup.com

**MEDIA THAT MOVES
YOUR BUSINESS FORWARD >>**

COVERAGE MAP

RATES EFFECTIVE 2020



POLICIES

RATES EFFECTIVE 2020

GENERAL POLICIES

- Advertising accepted subject to approval of the publisher, who reserves the right to reject in whole or in part any copy or insert submitted for publication.
- Publisher reserves right to revise advertising rates. Contract rates subject to change. (In the event of such a change, advertiser may terminate contract upon 30 days notice)
- Advertising which simulates editorial content will be headed by the word "ADVERTISEMENT." WS, TE, and MRP news typefaces cannot be used in advertising copy.
- Advertiser and/or advertising agency or agent assumes all liability for advertisements published in print and online, or preprints inserted (including illustrations, texts, claims, etc.) and agrees to assume all responsibility for claims against WS, TE, MRP, thewesterlysun.com
- WS, TE, and MRP will exercise every care to prevent errors or omissions in print and online. Should errors occur, the Publisher assumes no financial responsibility. Publisher will furnish a letter (upon request) stating the correction, to be posted in advertiser's place of business. Errors affecting the value of the advertisement will be rerun. WS, TE, and MRP cannot assume responsibility for accuracy of information or copy placed over the telephone. Advertiser is responsible for checking accuracy of advertisement as published on the first insertion.
- Advertisements placed over the telephone are accepted only at advertiser's risk. Advertiser assumes complete responsibility for accuracy of ads once a proof has been sent to advertiser.
- Volume and frequency contracts are to be fulfilled within one year from date of contract. (No rebate will be issued for ads already published.) WS, TE, and MRP reserve the right to bill advertiser at an adjusted rate based on level of contract fulfillment. Advertisers who exceed their space frequency commitment prior to 12-month contract period may sign a new contract to earn next rate bracket they reach or may sign a new 12-month contract.
- WS, TE, and MRP will not be responsible for advertising materials left at its office for more than 2 weeks.
- WS, TE, and MRP are not responsible for improper reproduction due to improper materials provided by advertiser, or use, at the direction of advertiser, of type smaller than 6 point.
- Contract rates apply only to advertising related to regular business of advertiser, and its privileges cannot be transferred in whole or in part.
- Going out of business, liquidation, moving, fire, water or disaster sales are subject to time limitations under local ordinances or Publisher's acceptability policy and must be prepaid.
- WS, TE, MRP shall not be liable for failure to print, publish or circulate all or any part of a publication in which an advertisement accepted by the Publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond control of WS, TE and/or MRP.



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POLICIES CONTINUED

CREDIT

- A signed, completed credit application must be submitted and approved *before* any credit will be extended. Cash in advance, otherwise.
- All bills must be paid in full by the end of the month following insertion.
- No other discounts or commissions allowed.
- Any accounts with outstanding balances overdue are subject to immediate cancellation of credit and contract.
- Political ads, In Memoriams, Cards of Thanks, Posting Notices, Liquor Notices and Social Notices require cash with order. Open rate applies unless otherwise indicated and prepaid in advance.
- The Westerly Sun will not extend credit for advertising orders or space reservations that claim sequential liability.

STIPULATIONS

- All advertisements accepted upon approval of the publisher. The publisher reserves the right to accept or reject any advertisement at any time.
- Ads of unusual shapes accepted on publisher's approval.
- The publisher assumes no responsibility for the omission of an advertisement or for typographical errors, but will reprint that part of the first insertion in which the error occurs if the error affects the meaning of the advertisement. It is the responsibility of the advertiser to check their advertisement for errors on the first publishing day and to notify The Westerly Sun at once if the advertisement is scheduled to be repeated.
- The publisher makes every effort to provide desired placement but will not guarantee it.
- No cancellation or changes will be made after the closing date.
- The publisher reserves the right to increase advertising rates with 30 days written notice to all contract advertisers.
- Proofs of advertisements are shown for corrections only. Revisions of any kind are subject to additional costs based on time required for such revisions and will be made providing revisions will not delay publication.

WESTERLY SUN FEATURES

Monday	Front Porch News
Tuesday	Health & Science
Wednesday	Food
Thursday	The Guide
Friday	Nascar (when in season), Places
Saturday	Automotive
Sunday	Money & Business, Color Comics, Community, Living
Daily Sports	

PRODUCTION DEADLINES

Publications	Published	Copy Deadline
The Westerly Sun	Monday	Wednesday, Noon
	Tuesday	Thursday, Noon
	Wednesday	Friday, Noon
	Thursday	Monday, Noon
	Friday	Tuesday, Noon
	Saturday	Wednesday, Noon
	Sunday	Wednesday, Noon
Places In The Sun	Friday	Tuesday, Noon
Weekly Papers	Thursday	Wednesday, Noon

MECHANICAL SPECIFICATIONS

Broadsheet & Tabloid	Double Trucks:	Classified
column inches	12 column inches	column inches
1 1.645	Broadsheet ... 22.00	1 1.25
2 3.417	Tabloid 21.00	2 2.57
3 5.188		3 3.89
4 6.958		4 5.22
5 8.729	Full-Page Depth:	5 6.54
6 10.5	Broadsheet 21.5	6 7.86
	Tabloid 10.25	7 9.18
		8 10.5

Conditions & Terms Of Payment

Local rates are non-commissionable. Terms: Net 30 days. National rates commissionable at 15% agency commission. Service charge is 1-1/2% (18% per annum) levied on unpaid balances over 30 days. Payment for advertising is expected at time of placement unless credit application has been completed, signed, and approved by Publisher of WS, TE and MRP. Returned checks subject to \$25 fee for each occurrence.

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2020 FEATURED PRINT & WEB SPECIAL SECTIONS



1st Quarter Special Editions: Jan, Feb, March

Wedding Giveaway Contest - January
 Education Guide - January
 Cutest Baby - January
 Stonington Magazine - February
 Senior Living - February
 Valentines Day Promotions Page - February
 Design An Ad - February
 Presidents Day Automotive - February
 Business Profile - March
 Summer Camps Promotions Page - March
 Golf Pass Club Tickets - March

2nd Quarter Special Editions: April, May, June

Spring Home & Garden Contest - April
 Spring Home & Garden Spring Edition - April
 Ocean Community Chamber Directory - April
 Chloe Gift Card Store - April
 Westerly/Charlestown Chamber Map - May
 Stonington Magazine - May
 Senior Living - May
 Summer Fun - May
 On the Menu Restaurant Book - May
 Living 50+ Print - May
 Readers Choice Awards - May
 Sun'sation's Summer Wrap - May
 Graduation Spotted Pages - June
 Summer Pops - June

3rd Quarter Special Edition: July, Aug, Sept

North Stonington Fair - July
 Back to School - August
 Stonington Magazine - August
 Senior Living - August
 Fall Home Improvement Contest- September
 Home & Garden Fall Edition - September
 Chloe Gift Card Store - September
 New Car Buying Guide - September
 Labor Day Salute Section - September

4th Quarter Special Editions: Oct, Nov, Dec

On the Menu / Printed Edition - October
 Columbus Day Parade - October
 Breast Cancer Awareness Month - October
 Hometown Holiday Promotion - November
 Thanksgiving Football - November
 Holiday Gift Guide - November
 Home For the Holidays - November
 Olde Mistick Village Contest - November
 WCCU Basketball Tournament- November
 Stonington Magazine - November
 Senior Living - November
 Holiday Stroll - December

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DISPLAY RATES

Rate Card for Westerly Sun, The Express & Mystic River Press

WESTERLY SUN - 5,910 circ. Serving Southern RI & SECT. Daily paper

	OPEN RATE	6-WEEK RATE	12-WEEK RATE	24-WEEK RATE	48-WEEK RATE
SOLO	\$17.75	\$15.75	\$14.50	\$13.50	\$11.50
COMBO	\$14.00	\$12.50	\$11.25	\$10.50	\$9.15

THE EXPRESS - 23,680 circ. Serving Pawcatuck CT & Southern RI. Weekly

	OPEN RATE	6-WEEK RATE	12-WEEK RATE	24-WEEK RATE	48-WEEK RATE
SOLO	\$19.00	\$16.00	\$15.00	\$13.00	\$10.00
COMBO	\$11.70	\$9.80	\$8.40	\$7.30	\$6.00

MYSTIC RIVER PRESS - 13,409 circ. Serving Stonington to Mystic, Noank. Weekly

	OPEN RATE	6-WEEK RATE	12-WEEK RATE	24-WEEK RATE	48-WEEK RATE
SOLO	\$13.75	\$11.95	\$10.50	\$9.50	\$7.95
COMBO	\$11.70	\$9.80	\$8.40	\$7.30	\$6.00

For color add \$2.00 pci to above rates.



CONTACT US:

Jody Boucher - Publisher
jboucher@ricentral.com • 401-789-9744

Corey Fyke - New Editor
cfyke@thewesterlysun.com • 860-495-8248

Kathy Enders - VP of Advertising
kenders@thewesterlysun.com • 860-495-8274

John Layton - Regional Sales Director
jlayton@thewesterlysun.com • 860-495-8265

Rachel Cagney - Circulation
rcagney@thewesterlysun.com • 860-495-8279

SUNDAY-WEEKDAY REPEAT RATE

Any display advertisement, 8 inches or larger, published in our Sunday edition can be repeated without copy changes at a 50% discount off your regular weekday rate up to three times within a six day period. This rate must be requested with the initial order. Amusement, Political and Legal advertisements are excluded. Color charges not included.

COLOR RATES

Color is \$2.00/inch per publication

CHARITABLE RATES *Based on Availability

At the discretion of the Publisher, earn the 24 Time Frequency Rate. Must be a 501-C3 company.

GUARANTEED PLACEMENT ADS - 15% ADDITIONAL

Publisher will attempt to honor special ad placement requests, but will not assume any responsibility should ads not be placed as requested. Advertisers also understand they will be billed for ad(s) published, but will

not incur a placement fee should the ad(s) not appear as requested.

NATIONAL (COMMISSIONABLE) RATES

Add 15% to local rates.

PRODUCT/PUBLISH DAY	SALES DEADLINE	PROOF DEADLINE	PROOF CHANGE/CAMERA READY	APPROVAL
WS Monday	Wednesday Noon	Thursday Noon	Friday 10a	Friday 3p
WS Tuesday	Thursday Noon	Friday Noon	Monday 10a	Monday 3p
WS Wednesday	Friday Noon	Monday Noon	Tuesday 10a	Tuesday 3p
WS Thursday	Monday Noon	Tuesday Noon	Wednesday 10a	Wednesday 3p
WS Friday	Tuesday Noon	Wednesday Noon	Thursday 10a	Thursday 3p
WS Saturday	Wednesday Noon	Thursday Noon	Friday 10a	Friday 3p
WS Sunday	Wednesday Noon	Thursday Noon	Friday 10a	Friday 3p
Places Friday WS	Tuesday Noon	Wednesday Noon	Thursday 10a	Thursday 3p
Mystic River Press Th	Wednesday Noon	Thursday Noon	Friday 10a	Friday 3p
WP Express Th	Wednesday Noon	Thursday Noon	Friday 10a	Friday 3p

The Westerly Sun | thewesterlysun.com | Mystic River Press | The Express



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SUN CLASSIFIEDS

130,000 readers a week in print & online . . .



Contact:

Helen Bommer (860) 495-8254
hbommer@thewesterlysun.com

Savannah Lamprey (860) 495-8236
Slamprey@thewesterlysun.com

RECRUITMENT

Incolumn

Our unique network in print and online lets you tailor your jobsearch to field candidates from the local, state or regional level. Find your next employee with The Sun...

5 lines (about 11 words)

1 Week	From \$449.85	add a logo	\$6
2 Weeks	From \$526.15	add bold	\$6
4 Weeks	From \$647.25	add a border	\$6
Additional line \$8.75 per week		add a picture	\$6

Display

2x4 Classified Display	\$793.00
3x5 Classified Display	\$1176.25
4x10 Classified Display	\$2,545.00

Includes

- 3 consecutive days in The Sun
- 2 weeklies
- CT & RIjobs.com for 30 days each

225,000 households & unique viewers

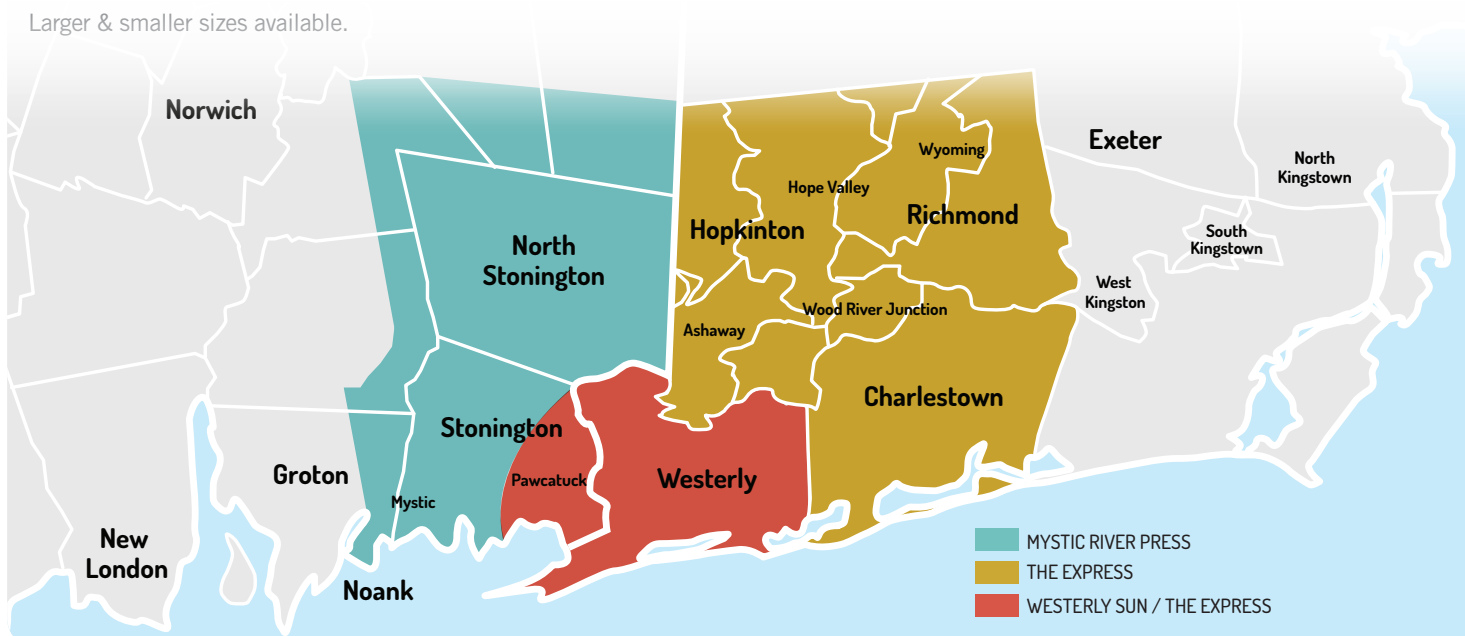
Larger & smaller sizes available.

REAL ESTATE/RENTALS/BUSINESS ADS

Your properties will move when you reach 100% of the market from Mystic, CT to Hope Valley, RI

5 lines (about 11 words)

1 Week	From \$94.85	add a logo	\$6
2 Weeks	From \$171.15	add bold	\$6
4 Weeks	From \$292.25	add a border	\$6
Additional line \$8.75 per week		add a picture	\$6



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BIZ-FINDER LOCAL SERVICES PAGE

Featured in all three publications: The Westerly Sun, Mystic River Press and The Express reaching 43,000 households.

(Minimum 3 month commitment)

Includes

1 Week	From \$94.85	add bold	\$6
2 Weeks	From \$171.15	add a border	\$6
4 Weeks	From \$292.75		
Additional line \$8.75 per week			

Legal Notices \$11.50 pci

Probate Notices \$16.00 per listing / per day

Deadline:

Legal/Probate Notices - 12 noon 2 business days prior to insertion

Classified Production Deadlines

WS Classified incolumn/Sunbeams:

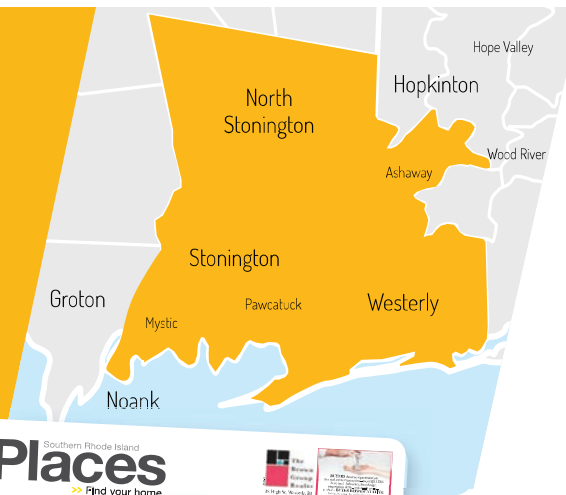
3 p.m. the day before for Tuesday, Wednesday & Thursday
12 noon Thursday for Friday
12 noon Thursday for Next Weeks Weeklies
3 p.m. Thursday for Saturday/Sunday
3 p.m. Friday for Monday
10 a.m. Thursday for Classified Real Estate in Friday Places

legals@thewesterlysun.com
(860) 495-8200x1

PLACES

Pick your publication

Reach 100% of the homes in the Mystic and Westerly communities each week in PLACES with our print and online Real Estate Magazine. Over 20,000 households each week!



Each package includes 20,000 households!

All rates are per insertion.

FIRST PUBLICATION

Full Page Ad

10.5" x 10.25"

4 x = \$600
12 x = \$520
24 x = \$495
48 x = \$405
Color + 85

Half Page Ad

10.5" x 5.125" or 5.18" x 10.25"

4 x = \$405
12 x = \$375
24 x = \$345
48 x = \$305
Color + 50

Quarter Page Ad

5.18" x 5.125"

4 x = \$207
12 x = \$190
24 x = \$180
48 x = \$159
Color + 25

SECOND PUBLICATION / SAME AD

Full Page Ad

10.5" x 10.25"

4 x = \$300
12 x = \$220
24 x = \$195
48 x = \$100
Color + 35

Half Page Ad

10.5" x 5.125" or 5.18" x 10.25"

4 x = \$195
12 x = \$145
24 x = \$115
48 x = \$75
Color + 25

Quarter Page Ad

5.18" x 5.125"

4 x = \$105
12 x = \$95
24 x = \$75
48 x = \$50
Color + 15

Front Page Feature Story

Reach 20K homes in print, 11K followers on Facebook and thousands more on TheWesterlySun.com

FIRST PUBLICATION

Contract Rate
Open Rate

SECOND PUBLICATION / SAME AD

\$399 \$199
\$499 \$499

Home Showcase

FIRST PUBLICATION

Full \$149 / 3.4"x5.125"
Double Showcase \$289 / 6.9"x5.75"

SECOND PUBLICATION / SAME AD

Full \$99 / 3.4"x5.125"
Double Showcase \$199 / 6.9"x5.75"

Front Page Advertisement Rates

FIRST PUBLICATION

Single Spots	Double Spots	Anchor Position
Open \$115	Open \$185	Open \$195
Monthly \$98	Monthly \$168	Monthly \$175
Weekly \$85	Weekly \$150	Weekly \$100
3.4" x 1.6"	3.4" x 3.3"	6.95" x 1.6"

SECOND PUBLICATION / SAME AD

Single Spots	Double Spots	Anchor Position
Open \$65	Open \$85	Open \$100
Monthly \$50	Monthly \$75	Monthly \$85
Weekly \$35	Weekly \$50	Weekly \$65

The Westerly Sun | thewesterlysun.com | Mystic River Press | The Express



99 Mechanic Street | Pawcatuck, Connecticut | 860-495-8265 | jlayton@sun-mediagroup.com

MEDIA THAT MOVES >>

FRONT PAGE ADVERTISING



THE WESTERLY SUN Anchor Banner Ad • Monthly Programs

Frequency	Cost Per Day
Open \$399	
4 x	\$359
8 x	\$319
12 x	\$299

AD POSITION SPECS

6 col x 2" • 10.5" x 2"

THE WESTERLY SUN Anchor Banner Ad • Annual Programs

Frequency	Cost Per Day
26 x	\$279
52 x	\$259
104 x	\$229



ANCHOR BANNER ADS

SKYBOX ADS



WEEKLY NEWSPAPER • Single Skybox Ad

4.2" x 1.25" / Full Color

Frequency	1 Pub	2 Pub
12 x	\$63	\$95
24 x	\$59	\$90
48 x	\$50	\$75

WEEKLY NEWSPAPER • Anchor Banner Ads

6 columns x 2" / 10.5" x 2" / Full Color

Frequency	1 Pub	2 Pub
12 x	\$190	\$300
24 x	\$160	\$285
48 x	\$135	\$245

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PRE-PRINTED INSERTS

Deliver your message to 42,999 homes each week

The Sun Media Group pre-print program delivers to the largest population concentration in Southern Rhode Island and Southern Connecticut.



Customer Supplied Inserts

For The Westerly Sun

(2 page rate applies to both The Sun and Weeklies)

Rates are for tabloid Size (2 broadsheet page equals 4 tabloid pages)

Tab Size

	2 pages	4 - 12 pages	16 - 28 pages	32 - 48 pages
Open	\$50	\$59	\$60	\$62
6 x	\$48	\$55	\$56	\$58
12 x	\$47	\$52	\$54	\$55
24 x	\$45	\$48	\$50	\$51
36 x	\$44	\$43	\$45	\$46
48 x	\$40	\$41	\$43	\$44

Weekly Community Newspapers

Mystic River Press | The Express

Mail to 100% of the homes in our market when you use the weekly community newspapers

Weight (oz.) Cost per Thousand

up to .2 oz	\$50.00
.21-.29 oz	\$53.00
.30-.39 oz	\$56.00
.4-.49 oz	\$60.00
.5-.59 oz	\$63.00
.6-.69 oz	\$65.00
.7-.79 oz	\$68.00
.8-.89 oz	\$70.00
.9-.99 oz	\$76.00
1-1.09 oz	\$79.00
1.1-1.19 oz	\$82.00
1.2-1.29 oz	\$85.00
1.3-1.39 oz	\$87.00
1.4-1.49 oz	\$89.00
1.5-1.59 oz	\$91.00



**Target just the customers you
need by zoning or zip code**

5000 piece minimum



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CUSTOM DESIGNED PRINT & DELIVER PROGRAM



Craft your business' message and distribute it to the zip codes that are important to you. Prices include creative design, printing and delivering to Sun Media Group readers via carrier force or USPS.

8.5" X 11"

70# glossy or uncoated, full color 2-sided flyers

Quantity	Cost per Thousand
10,000-19,999	\$88
20,000-29,999	\$82
30,000-49,999	\$69
50,000-99,999	\$59
100,000+	\$55

11" X 17"

70# glossy or uncoated, full color 2-sided flyers, half fold

Quantity	Cost per Thousand
10,000-19,999	\$114
20,000-29,999	\$104
30,000-49,999	\$77
50,000-99,999	\$76
100,000+	\$75

5.5" X 8.5"

70# glossy or uncoated, full color 2-sided flyers

Quantity	Cost per Thousand
10,000-19,999	\$65
20,000-29,999	\$63
30,000-49,999	\$52
50,000-99,999	\$49
100,000+	\$46

10" X 11.5"

70# glossy or uncoated, full color 2-sided flyers

Quantity	Cost per Thousand
10,000-19,999	\$97
20,000-29,999	\$92
30,000-49,999	\$70
50,000-99,999	\$60
100,000+	\$56

Add \$2.00 per thousand for 80# gloss
Add \$7.50 per thousand for half-fold
Add \$5.00 per thousand for perforation
For print only take \$25 per thousand off all rates

Deadline: 21 days prior to distribution (otherwise by arrangement)
Minimum Quantity: 10,000

SUN NOTES GET NOTICED

- Bright, bold color that jumps off the page
- High visibility position for your advertising message
- Product choices to fit your advertising message



PRINT & APPLY

PRINT QUANTITIES	10-24.999M	25+M
1 Time	\$64.00M	\$52.00M
6 Times annually	\$62.00M	\$50.00M
12 Times annually	\$60.00M	\$47.00M

- Custom Die-cut add \$3.00 per M* (The Westerly Sun only)
- Minimum quantity is 10,000
- Sun Notes measure 3" x 3"

Apply Only – \$40.00/M

- Minimum quantity
- Sample required before accepting orders

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2020 SUN MEDIA GROUP CIRCULATION

Effective January 1, 2020

Preprint Distribution By Zones Or Zip Code

5,000 Minimum Pieces



INSERT BY ZONE AVAILABLE				INSERT BY ZIP AVAILABLE		
	THE WESTERLY SUN - SUBSCRIBERS			COMMUNITY WEEKLY NEWSPAPERS (MAILED)		
	ZIP CODES	AREA TOWN	The Westerly Sun	The ExPress	Mystic River Press (CT)	TOTAL DISTRIBUTION
Zone 1	02891	Westerly, RI	3,013	10,948		13,961
	02808	Bradford RI	212	781		993
	06379	Pawcatuck, CT	901	3,799		4,700
	ZONE 1 TOTALS - WESTERLY		4,126	15,528		19,654
	06359	N. Stonington	189		2,309	2,498
	06378	Stonington	117		3,011	3,128
	06355	Mystic	55		6,055	6,110
	06372	Old Mystic	24		561	585
	06388	West Mystic	31		189	220
	06340	Lg. Point/Noank			1,231	1,231
	ZONE 2 TOTALS - REST OF CT		416		13,356	13,772
Zone 3	02804	Ashaway	202	1,017		1,219
	02832	Hope Valley	71	1,698		1,769
	02894	Wood River Jct	118	260		378
	02898	Wyoming	190	604		794
	02812	Carolina		451		451
	02833	Hopkinton		202		202
	02813	Charlestown	302	3,901		4,203
	02875	Shannock		Incl Above		
ZONE 3 TOTALS - REST OF RI			883	8,133		9,016
GRAND TOTALS			5,425	23,661	13,356	42,442
The Mystic River Press publishes every Thursday & is requested by more than 50% of readership. (2nd class requester mail)						
The Express published every Thursday & is delivered to non subscribers in Westerly/Pawcatuck. It has 100% coverage Charlestown/Wood River area.						

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DIGITAL ADVERTISING RATES

RATES EFFECTIVE 2020

180,000 unique visitors per month

Over 1.3 million page views per month

POSITION	DESKTOP	MOBILE
Sliding Billboard	970x300 970x90 pencil	320x50 Anchored Banner
Billboard	970x250	320x50 ROS
Leaderboard	728x90 ROS 970x90 ROS	320x50 ROS
Spotlight	300x250 ROS	300x250 ROS
Wide Tower	300x600 ROS	300x250 ROS



POSITION	RATE	EXPOSURE	SPECS
Sliding Billboard	\$400 for 24 hours – ROS - All Pages	Includes home page visitors mobile and desktop for site	320x50 Anchored Banner
Geo Targeted by zip Run of site	\$10 cpm \$8 cpm	Min 25K Min 50K	
Native Advertising	\$750 minimum	Home page card On story pages Mobile and Desktop Ads on story page Ad spaces ROS	Non promotional content \$100 if Westerly Sun provides content 970x300, 300x250, 320x50 10-business day lead



2020 DIGITAL MEDIA SERVICES

RATES EFFECTIVE 2020

A full-service digital communications company with a super local focus. Create or enhance your online presence. Move to the top of internet searches. Target your exact customers and get your message in front of them wherever they surf. Tap into the remarkable selling power of social media

TARGETING

Geo/Demo/Contextual/Retargeting/Geofencing

\$10 cpm, Minimum 50K impressions per month

HOW WE TARGET

- BY GEOGRAPHY: Exact Address, City, Zip Code, DMA or State
- BY DEMOGRAPHICS: Age, Gender and Income
- BY BEHAVIOR: Browser History, Search Queries or History, Content Consumed as Social Media Sharing

WHAT IS SEARCH RETARGETING?

Enables advertisers to combine the effectiveness of search with the reach and brand impact of display. Data captured while a user is searching is generally the most effective targeting data available. Advertisers are able to target prospects based on the searches they perform across the web

WHAT IS SITE RETARGETING?

Targets users who have previously visited your site, while they are visiting other sites across the web. Highly effective method of converting site visitors into purchasers.

WHAT IS GEO FENCING?

The most advanced location based advertising technology powered by latitude and longitude data to target specific geographic areas. Enables customized targeting shapes and sizes For behavioral targeting and pinpoint precision For instant targeting.

WHAT IS PAY-PER-CLICK?

- Pay Per Click PPC is a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.
- Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links.

WEBSITE DESIGN

All Agreements for 18 months

5-7 page site \$199 per month

10-20 page site \$299 per month

OUTBOUND EMAIL CAMPAIGN

\$750.00 for 10,000

\$45 CPM Over 10,000 E-mails

GET YOUR BUSINESS SEEN THROUGH THE SOCIAL MEDIA WORLD.

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new customers.

KEY FEATURES

- Custom solutions for your business needs: "Do it Yourself" or "We do it all for You."
- Access to comprehensive library of topics and content
- Increases brand visibility and website traffic

CREATION AND MANAGEMENT



The Westerly Sun | thewesterlysun.com | Mystic River Press | The Express



99 Mechanic Street | Pawcatuck, Connecticut | 860.495.8274 | advertising@sun-mediagroup.com

**MEDIA THAT MOVES
YOUR BUSINESS FORWARD >>**