



Serving the area for more than 65 years.

**Contact us and get results with...**



Our three weekly community newspapers serving Newington, Wethersfield and Rocky Hill/Cromwell.

Published every Thursday and delivered free by U.S. Mail. Every Home! Every Week!

In addition to local community news in each edition, weekly sections are focused on Automotive, Employment, Health, Home Improvement, Pets and Real Estate.



Our hometown monthly newspaper serving Cromwell and Middletown.

Published by the first of each month and mailed FREE to homes!

In addition to local community news, monthly sections include Automotive, Dining, Health, Home & Garden, Pets, Real Estate, Seniors and Schools.

For advertising information, call 860-563-9386; fax 860-563-4688 or email [sales@rarereminder.com](mailto:sales@rarereminder.com)

For news items, call 860-563-9386; fax 860-257-4684 or email [editor@rarereminder.com](mailto:editor@rarereminder.com)

222 Dividend Road, Rocky Hill, CT 06067  
[www.rarereminder.com](http://www.rarereminder.com)

# Rare Reminder Inc.

Effective February 2019

## Mechanical Information

Page Size: 6 Columns across x 16" deep

Total inches: 96"

Minimum inch size for a display ad is 4"

|               |         |              |               |
|---------------|---------|--------------|---------------|
| 1 Column..... | 1 5/8"  | 5 Column.... | 8 1/2"        |
| 2 Column..... | 3 5/16" | 6 Column ... | 10 1/4"       |
| 3 Column..... | 5"      | Front page . | 10 1/4" x 13" |
| 4 Column..... | 6 3/4"  |              |               |

## Electronic Files

**WE ARE A MAC PLATFORM COMPANY:** Files should be at least 300 dpi. at the final print size. Please include fonts not embedded in pdf files.

E-mailing files - Please send all files to sales@rarereminder.com, and include company name in the subject line.

## Display Advertising Rates

| Ad Size                | 1 zone    | 2 zones   | 3 zones   |
|------------------------|-----------|-----------|-----------|
| Column Inch Rate       |           |           |           |
| Up to 48"              | \$12.59   | \$18.08   | \$22.53   |
| Column Inch Rate       |           |           |           |
| 48" and up             | \$10.91   | \$16.45   | \$21.19   |
| 1/8 page               | \$151.08  | \$216.96  | \$270.36  |
| 1/4 page               | \$302.16  | \$433.92  | \$540.72  |
| Full page (inside)     | \$861.89  | \$1299.55 | \$1674.01 |
| Back page (inc. color) | \$1166.34 | \$1684.94 | \$2037.99 |
| Front page             |           |           | \$1992.56 |
| Full color up to 48"   | \$45      | \$90      | \$135     |
| Full color 48" and up  | \$75      | \$150     | \$225     |

## Premium Positions

Reservations are required for front and back pages. Notice of cancellation for front and back pages must be received at least 4 weeks in advance, or the customer will assume financial responsibility. The Rare Reminder does not guarantee advertisement positioning except for front, back and certain full pages available by prior reservation.

## Color

Full color is limited to front page, back page and 6 inside pages. Color is sold on a first-come basis.

## Volume and Frequency Discounts

There is a built-in discount for ads running in multiple zones. Also, the column-inch rate decreases for ads 48" and larger.

Advertise a 12" or larger display ad for 4 consecutive weeks and take a 20% discount when those ads are paid by the 20th of the following month. Ads 4" to 11" for 4 consecutive weeks are eligible for a 10% discount when paid by the 20th of the following month. Cannot be combined with any other discounts. Agencies submitted camera-ready ads are eligible for 15% discount that cannot be combined with any other discounts.

## Frequency Discounts

**Consecutive Weeks** (Ad size can change)

| <u>Weeks</u> | <u>Size</u> | <u>Discount</u> |
|--------------|-------------|-----------------|
| 4 to 12      | up to 11"   | 10%             |
|              | 12" to 23"  | 15%             |
|              | 24" and up  | 20%             |
| 13 to 25     | up to 11"   | 15%             |
|              | 12" to 23"  | 20%             |
|              | 24" and up  | 25%             |
| 26 to 51     | up to 11:   | 20%             |
|              | 12" to 23"  | 25%             |
|              | 24" and up  | 30%             |
| 52           | up to 11"   | 25%             |
|              | 12" to 23"  | 30%             |
|              | 24" and up  | 35%             |

**Non-consecutive** (must run EOW or more)

| <u>Weeks</u> | <u>Size</u> | <u>Discount</u> |
|--------------|-------------|-----------------|
| 4 to 12      | up to 11"   | 5%              |
|              | 12" to 23"  | 10%             |
|              | 24" and up  | 15%             |
| 13 to 25     | up to 11"   | 10%             |
|              | 12" to 23"  | 15%             |
|              | 24" and up  | 20%             |
| 26 to 51     | up to 11:   | 15%             |
|              | 12" to 23"  | 20%             |
|              | 24" and up  | 25%             |

# Rare Reminder Inc.

Effective February 2019

## Payment Terms

New accounts are subject to credit approval and pre-payment. All charges are net 30 days. All advertising is subject to approval of the publisher. The Rare Reminder assumes no financial responsibility due to typographical errors, except to reprint the incorrect portion of the advertisement.

We accept Cash, Check and Major Credit Cards.

## Deadline

The deadline for all advertisements in the Rare Reminder is Monday at 5 p.m. preceeding Thursday's publication date. No cancellations are accepted after deadline.

## Ad Proofs

A proof is a visual of the ad layout before it is published. Proof requests should be submitted no later than noon the Friday prior to publishing date.

## Classified Ads

**Personal ads:** \$14 up to 22 words

20 cents each additional word

**Save \$1 per week** when you schedule your ad for 4 consecutive weeks.

**Save \$2 per week** when you schedule your ad for 13 consecutive weeks.

**Commercial ads:** \$16 up to 22 words

30 cents each additional word

**Save \$1 per week** when you schedule your ad for 4 consecutive weeks.

**Save \$2 per week** when you schedule your ad for 13 consecutive weeks.

*Commercial categories include Services, Child Care, For Rent and ads appearing in Help Wanted, Real Estate and Auto.*

## Inserts

The Rare Reminder will home deliver your pre-printed brochures, tabloids, catalogs, flyers and other advertising material at considerable savings over regular and bulk mailing costs. Your insert will be delivered by U.S. Mail as part of the Rare Reminder.

Maximum insert size is 8.5" x 11"

Insert delivery rate is \$43 per 1000 for pieces weighing up to .5 oz.

For 2 or more full zip codes, save \$5 per 1000.

Pieces weighing more than .5 oz. will be quoted on request.

All inserts must be pre-paid.

Inserts must be delivered to our location no later than Monday prior to the delivery date.

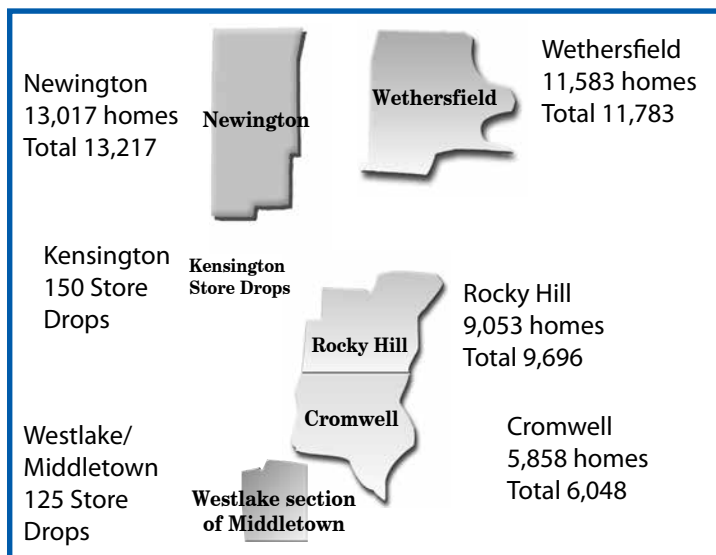
## Print & Deliver Inserts

We also offer the ability to design, print and deliver custom inserts for advertisers.

**Rates for single-sheet 8" x 10" flyers, doubled sided in full color, start at \$89.50/1000, and the rate decreases for increased quantities.**

**Rates for four-page flyers, also double sided in full color, start at \$96.00/1000.**

Ask your sales representative for a quote.





## Advertising Rates

### Display Advertising

| Cromwell edition<br>9.65 pci | Middletown edition<br>11.49 pci | Full circulation/both<br>16.33 pci |
|------------------------------|---------------------------------|------------------------------------|
| 6" ..... \$57.90             | 6" ..... \$68.94                | 6" ..... \$97.98                   |
| 9" ..... \$86.85             | 9" ..... \$103.41               | 9" ..... \$146.97                  |
| 12" ..... \$115.80           | 12" ..... \$137.88              | 12" ..... \$195.96                 |
| 18" ..... \$173.70           | 18" ..... \$206.82              | 18" ..... \$293.94                 |
| 24" ..... \$231.60           | 24" ..... \$275.76              | 24" ..... \$391.92                 |
| 36" ..... \$347.40           | 36" ..... \$413.64              | 36" ..... \$587.88                 |
| 48" ..... \$370.69           | 48" ..... \$452.64              | 48" ..... \$732.96                 |
| 72" ..... \$555.84           | 72" ..... \$678.96              | 72" ..... \$1099.44                |
| 96" ..... \$654.16           | 96" ..... \$792.23              | 96" ..... \$1465.92                |
| Back.....\$738.00            | Back.....\$878.00               | Back.....\$1499.00                 |
| Center.....\$1130.00         | Center.....\$1349.00            | Center.....\$2299.00               |

### Classified Advertising

**Personal Ad**  
 Up to 22 words..... \$8  
 ea. additional word..... 20¢  
 Personal Classifieds are FREE for items sold less than \$600.00.

**Commercial Ad**  
 Up to 22 words..... \$10  
 ea. additional word..... 30¢

### Insert Advertising

8.5"x11" MAX..... \$45/1,000  
 Full Circulation..... \$40/1,000

Front page banner and ad available with advance reservation.

**Color**  
Full color is available on select pages for \$125 (both editions), or \$75 for one edition.

**Policy**  
New accounts are subject to credit approval. All charges are net 30 days. All advertising is subject to the approval of the publisher. The Chronicle accepts no financial responsibility due to typographical errors, except to reprint the incorrect portion of the advertisement.

**Electronic Files**  
**WE ARE A MAC PLATFORM COMPANY:** Files should be at least 300 dpi. at the final print size. Please include fonts not embedded in pdf files.

E-mailing files - Please send all files to sales@rarereminder.com, and include company name in the subject line.

**Discounts**  
20% if paid by 20th, with yearly contract.

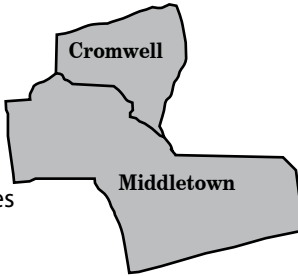
**Deadline for The Chronicle:**  
Proof - 20th of the month

### Mechanical Information

Page Size: 6 Columns across x 16" deep  
Total inches: 96"

Minimum inch size for a display ad is 6"

|                       |                        |
|-----------------------|------------------------|
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| 4 Column..... 6 3/4"  |                        |



|  |  |
|--|--|
| Cromwell<br>5858 homes<br>Total 6377       |  |
| Middletown<br>13,953 homes<br>Total 14,553 |  |

**Circulation**  
The Chronicle is published on the first of each month and mailed **FREE** to homes in Cromwell and Middletown. Total circulation over 20,900.