

# The Hampton GAZETTE



## Advertising Policies

- Discounts are available for placement of advertising in multiple issues as follows: a 10% discount will be credited for ads placed in 6-10 consecutive issues or in at least 6 issues within a year; a 20% discount will apply for ads placed in 11 consecutive issues. All other ads placed in multiple issues will be assessed at the regular monthly rate.
- All new ads must be prepaid, taking into consideration any subsequent issue discount – no exceptions. For example, an advertiser takes out an 11-consecutive-issue business card sized ad; the advertiser must pay \$27.50 times 11 issues times .8 (20% discount) = \$242 before his first month's ad will be published.
- No special rates are available for non-profit organizations.
- The advertiser is responsible for getting any ads or changes to ads to the production manager prior to publication, by the deadline of the 15<sup>th</sup> of the month; otherwise, the previous month's ad will be used.
- The assessed rate for requests for ad placement on a particular page is an additional 15%, the back page carries a 25% premium but is not available for placement of full page ads.
- Ads which require *Gazette* production staff assistance or which vary in text monthly may be assessed an additional fee.
- All advertising inserts must be presented for *Gazette* Board approval prior to delivery for distribution, along with a check made payable to the *Hampton Gazette* for the total accost of the insert. If an insert does not receive approval by the *Gazette* Board according to its policies, the check will be returned to the issuing entity or organization and the insert will not be included. Any approved insert will have a link placed near the top of the *Hampton Gazette* home webpage.

## Advertising Rates

Classified ad	
Times New Roman font size 10	\$4/first 15 words, \$.15 each add'l word
Legal notice	
Times New Roman font size 10	\$10/first 15 words, \$.50 each add'l word
Business card, 3.5w x 2.5h	\$27.50
Sixth page, 7.5w x 1.7h	\$35
Quarter page, 3.5w x 5h	\$50
Half page, 7.5w x 5h	\$80
Full page, inside, 7.5w x 10.5h	\$150
Advertising insert	
Each page, single-sided	\$150
Each page, double-sided	\$250

Other rates available upon request

To place an ad, please contact **Sue Martin** by phone at **860 617-5345** or by email at **advertising@hamptongazette.com**. Payments should be mailed to P.O. Box 101, Hampton, CT 06247.

**FULL PAGE**  
**7.5 wide x 10.5 high**  
**\$150**

**SIXTH PAGE**  
**7.5 wide x 1.7 high**  
**\$35**

**HALF PAGE**  
**7.5 wide x 5 high**  
**\$80**

**QUARTER PAGE**  
**3.5 w x 5 high**  
**\$50**

**BUSINESS CARD**  
**3.5 wide x 2.5 high**  
**\$27.50**