



## 2012 Advertising Information

Rates subject to change at any time.

**WHY PAY THREE TIMES MORE FOR 1 DAY WHEN YOUR AD IS SEEN FOR A MONTH OR TWO OR THREE WITH THE PEOPLE'S PRESS!**

### The People's Press Newspaper and Website Advertising Information

Please note that besides our print version that the entire paper is on line in image form, downloadable high quality pdf and 2 new interactive digital formats for our readers (including your ad) at [www.peoplespressnews.com](http://www.peoplespressnews.com) and at our 25+ other websites, blogs and more. There is no additional charge for this service. We also offer you exposure on all of the most popular Social Media Sites.

#### Our Display Rate

The People's Press has one commercial rate: **\$18.00 per column inch** that includes the print and web formats. We do offer a **Non-Profit rate of \$12.00 per column inch**. Ad Design is included in our rate. **Pre-payment is required. We do not bill!\***

#### Newspaper Specs

We are a 5-column newspaper. Our columns are 2 inches wide which is significantly larger than other newspapers and saves you even more money. Non-traditional ad sizes and shapes available. Full Page Image Area is 10.25 x 14.75 inches. Ads may be sent by email in pdf, image and word document versions. To maintain the quality of the newspaper all ads sent must be 300 dpi or higher. We do not guarantee position/space, but we will do our best to accommodate your wishes.

#### Additional Newspaper & Website Advertising Options

Processed Color Charge	\$275.00 per advertisement - We do not offer spot color. Processed CMYK Color Only!
Front Page Banner Ad	\$750.00 (10.25 inches wide by 4 inches high) Limited to 2 ads. Sold on First Request Basis.
Front Page Logo Block Ad	\$675.00 includes print and logo version on all websites for the length of the issue.
Page 3 and 5 Placement	\$100.00 Additional
Inserts	\$650.00 which includes a digital version insertion in our online issue.

#### Web Options

E-AD	\$325.00 An e-ad is your print ad sent out to our online subscribers in image form.
Downloadable PDF	\$425.00 Your Advertisement will be featured on all websites as a download for 1 month.
Banner Ads with Link	\$400.00 Large Banner Ads with link on Main Page for 1 month.

Many other Web Opportunities Available - Call 203-235-9333 or email [andy@peoplespressnews.com](mailto:andy@peoplespressnews.com) for more details.

#### Upcoming Advertising Deadlines

12/31/11 and for Early-Mid 2012: 1/25, 2/25, 3/25, 4/25, 5/10 5/25, 6/10 & 6/25!

**SPECIAL EDITION: HEALTH, WELLNESS & VITALITY 2012 DEADLINE IS 2/10/12**

**Please note that Special Issues and/or Additional Issues may be added.**

#### Print and Web Services

The People's Press also offers full printing services including brochures, catalogues, books, flyers and more with full creative and graphic design along with full marketing exposure and web services. This includes but is not limited to digital printing in all of its many forms, traditional printing and more. Contact Andy Reynolds at [andy@peoplespressnews.com](mailto:andy@peoplespressnews.com) or by calling 203-235-9333

"The People's Press. Your Town, Your News, Your Views" publications are published by:  
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*The People's Press & the PPC will make every effort to see that all advertising copy is correctly printed and/or produced for video and the web. The publisher assumes no responsibility for typographical errors in advertising, advertising inadvertently left out; but will gladly reprint, without charge, that part of an advertisement in which any error may have occurred, provided that a claim is made within five days of publication. The publisher takes no responsibility for statements or claims made in any advertisement. Any copy or images designed or developed by The People's Press are ©Copyright DNA, LLC 1999-2012 and may not be used in any other medium. By submitting and advertising within The People's Press you agree to these terms.*