

TODAY

Covering the Heart of the Farmington Valley

AD RATES

Today Magazine Five Towns, One Aim: **Exceptional** Community Journalism

	1/8 Page	1/4 Page	1/2 Page	Full Page
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Special Edition Print + Digital	\$550 per ad	\$1000 per ad	\$1900 per ad	\$3700 per ad
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Your Ad Published in Print Edition and Digital Edition — One Inclusive Rate

10% Discount on Special Edition Ad — with 3-Month Ad Campaign in Monthly Digital Magazine

Further Discounts — See Below

Monthly Digital Magazine	\$50 per ad	\$80 per ad	\$150 per ad	\$250 per ad
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Phone 860-988-1910 — Email advertise@TodayPublishing.net

Full-Color Glossy — Print + Digital — Magazine Size: 8.5" x 11"

Circulation: 42,000+

Print Edition mailed to about 42,500 addresses

Valley-Best 100% Distribution

Print Edition mailed to every residence and every business in the five core Farmington Valley towns:

Avon • Canton • Farmington • Granby • Simsbury — Connecticut • USA

Powerful Digital Presence

Digital Edition ads and our Advertising Sponsors Directory are linked to advertiser websites

- **Camera-Ready Ads** — Press-quality PDF required — unless we produce your ad for a one-time fee
- **Ad Production/Design** — One-time fee — \$80 — 1/8 Page Ad or 1/4 Page Ad
— \$120 — 1/2 Page Ad or Full Page Ad
- **Premium Placement** — Special Edition: \$100 — Inside Front Cover (Page 2) • Page 3 • Back Cover
— Special Edition: \$50 — other Premium Placement pages of choice
— Monthly Digital Magazine: \$20 — Inside Front Cover (Page 2) • Page 3 • Back Cover
— Monthly Digital Magazine: \$10 — other Premium Placement pages of choice
- **Discounts • Nonprofit or Valley Chamber of Commerce** — 10% discount • **Both** — 20% discount

SEE ADDITIONAL PAGES BELOW FOR SAMPLE AD SIZES

TODAY ONLINE — 50% DISCOUNT

- Discounted rates — just **\$50 per ad** when you advertise in our Special Edition or monthly magazines •
Today Online is our 24/7 news site — distinct from our monthly magazine

A Cost-Effective Way to Expand Your Digital Reach

AD SPECS

1/8 Page — 3.65" wide x 2.4" high

1/4 Page Standard — 3.65" wide x 4.9" high

1/4 Page Horizontal — 7.5" wide x 2.4" high

1/2 Page Standard — 7.5" wide x 4.9" high

1/2 Page Vertical — 3.65" wide x 10" high

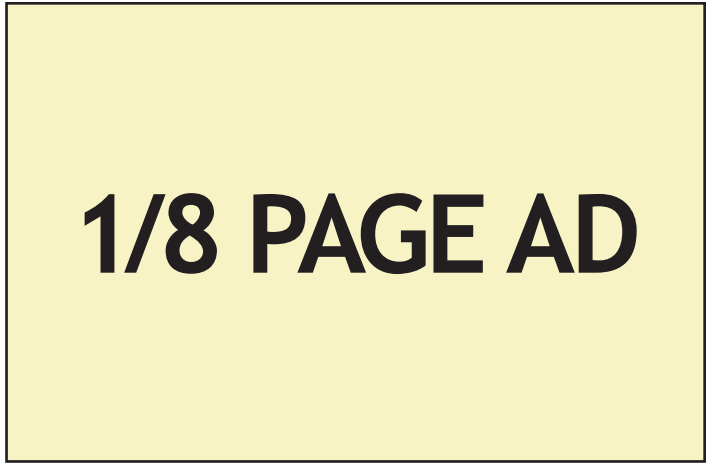
Full Page — 7.5" wide x 10" high — no bleed

Full Back Cover — 7.5" wide x 9" high — no bleed

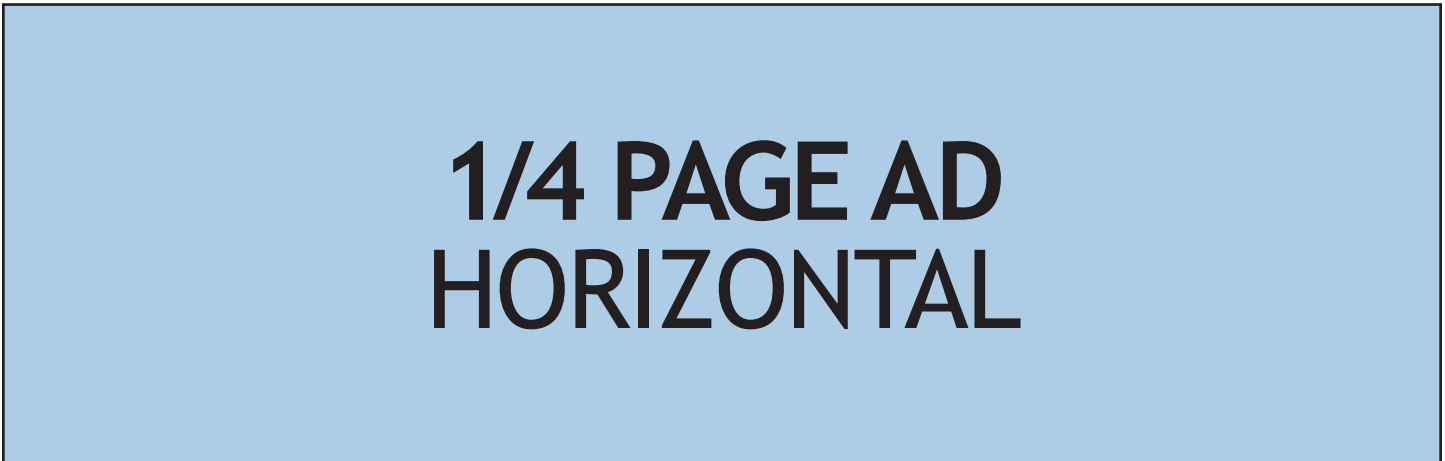
— Magazine size: 8.5" x 11" — one-half inch margins —



1/8 PAGE AD



1/8 PAGE AD



**1/4 PAGE AD
HORIZONTAL**



**1/4 PAGE AD
STANDARD**



**1/4 PAGE AD
STANDARD**

**1/2 PAGE AD
STANDARD**

**1/2 PAGE AD
STANDARD**

AD SIZES

MAGAZINE SIZE – 8.5” x 11”

**1/4 PAGE AD
STANDARD**

**1/2 PAGE AD
VERTICAL**

**1/4 PAGE AD
STANDARD**

FULL PAGE AD

FULL BACK COVER AD

MAILING LABEL