

TODAY Magazine Online

• Ad Rates • Ad Intel •

- **Community News That Matters Nationwide**
- **Recording Connecticut's Underreported Upside** • **Award-Winning**
- **Covering the Heart of the Farmington Valley and Beyond**

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- **Permanent Marketing Presence** — Ads in Today Magazine Online news stories **stay connected** to our news content permanently — for the **lifetime** of the internet — other types of **digital advertising** typically disappear after a brief contracted time frame
- **Convenient Access** — Advertisements are **indelibly linked** to the advertiser's website or another webpage
- **Accolade Advantage** — The Society of Professional Journalists has recognized Today as the **best magazine in Connecticut** the past two years — in the 2024 and 2025 SPJ contests, Today Magazine has won **twice as many awards** as all the other magazines in the state combined
- **Award Story** — [Today tops CT mags again in SPJ awards](#)

AD Rates – TODAY Magazine Online

- **Small Ad** — \$100 per ad • [Sample](#)
- **Medium Ad** — \$170 per ad • [Sample](#)
- **Large Ad** — \$250 per ad • [Sample](#)
- **Supersize Ad** — \$320 per ad • [Sample](#)
- **Premium Placement – Top Ad Spot – \$40 per ad**
This rate for Premium Placement guarantees that your advertisement is the first ad — the Top Ad Spot — in a Today Magazine Online news story
 - limited spots: first-come, first-served
- **Featured E-Blast Ad – \$30 per ad**
This rate for a Featured E-Blast Ad guarantees that your advertisement is highlighted as the only ad in the news email sent to our distribution list
 - limited spots: first-come, first-served
- **Frequency Discount – 5-Story Ad Campaign – 10%**
Receive a 10% discount for ad campaigns in five or more consecutive Today Magazine Online stories
- **Nonprofit Discount – 10%**

- **Sponsored Content – \$500 per Today story**

Components of Sponsored Content articles — 750 words and 2-3 photos in a unique Today Magazine Online story template — advertisers will email a camera-ready JPEG of their story • pending publisher approval

- **Sponsored Content – Editing Services – \$200 per story**

Editing and proofreading of your story provided by Today Publishing editor-in-chief Bruce Deckert — multi-award-winning journalist with three-plus decades as a professional editor and writer

- **Ad Production – \$30 per ad**

To avoid this Ad Production fee, send a camera-ready ad: see below for Ad Specs — otherwise, Today Publishing can produce your advertisement — email a JPEG of your logo or another image, plus your organization slogan and contact info

- **Page View Metrics** — page-view stats for Today Magazine Online stories are visible at the bottom of each story template

- **Ad Specs** — the following camera-ready ad specs (aka ad sizes) are based on a print-and-digital magazine template measuring 8.5 inches by 11 inches — email a camera-ready JPEG:

- Small Ad — 3.65" wide x 2.4" high
- Medium Ad — 3.65" wide x 4.9" high
- Large Ad — 7.5" wide x 4.9" high
- Supersize Ad — 7.5" wide x 10" high

- Ad Caveat — since Today Magazine Online is a digital news platform, the actual size of your advertisement will of course vary depending on your digital access — whether via a desktop computer, tablet, smartphone or another device

- **Thank You** — a hearty **thank-you** to every advertising sponsor who has seen the value of **investing** in and **partnering** with Today Publishing

Today Magazine Online is produced by **Today Publishing**

- 5 Farmington Valley Towns • 1 Aim – Exceptional Community Journalism
- Avon • Canton • Farmington • Granby • Simsbury — Connecticut • USA

- **TODAY Publishing • Today Magazine Online • Today Magazine**

- Today Magazine — our monthly publication — is currently on sabbatical
- [Today Magazine archive](#) •