

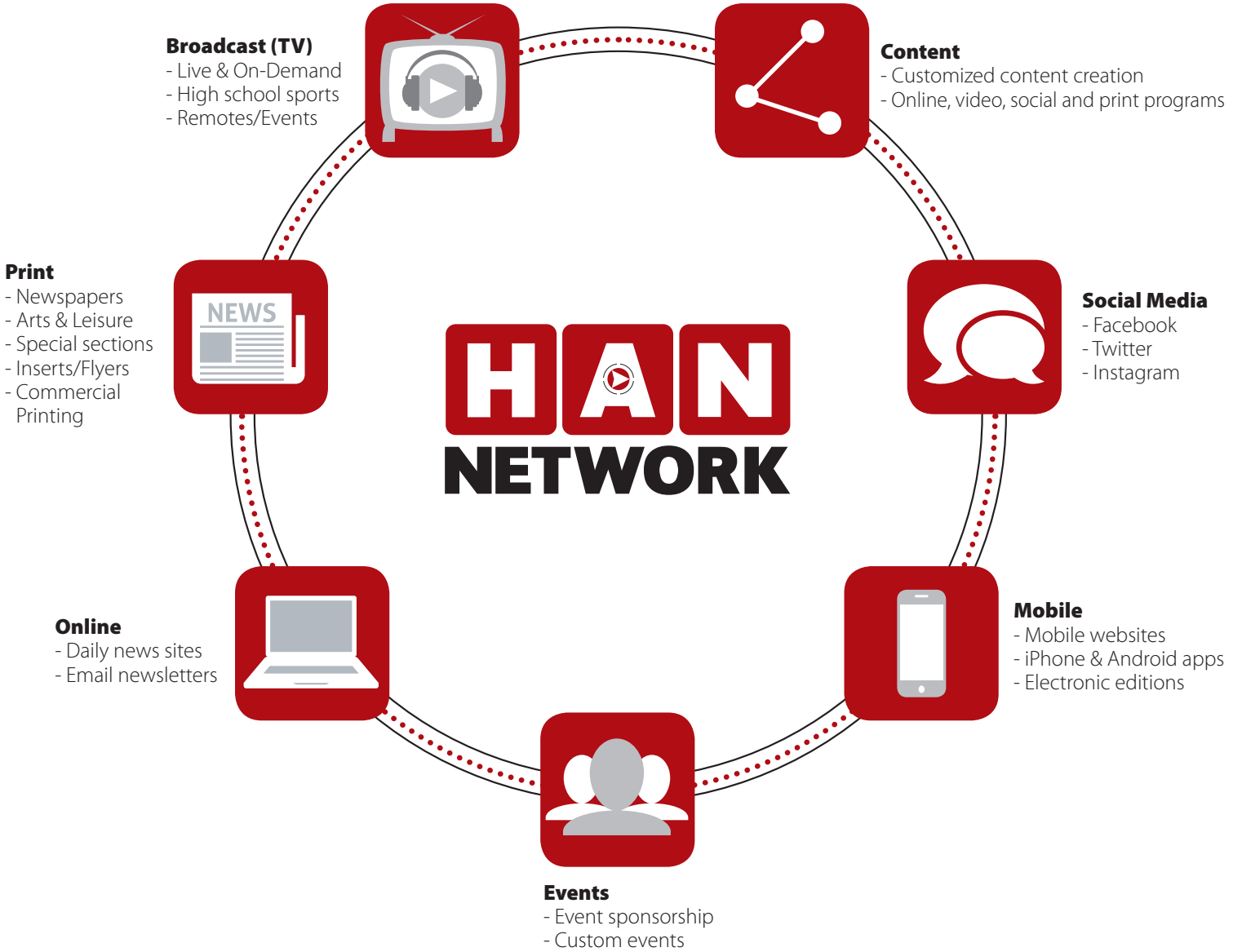


News. Sports. Broadcast. Content. Events.

HAN Network offers an engaging portfolio
of print and digital products
to best suit your marketing needs.

HAN Network offers a full multi-media experience across channels and platforms.

HAN Network reaches consumers every day with its multi-platform product portfolio.



Reach your audience.

HAN Network has got you covered when it comes to reaching your target audience.

Total Weekly Circulation	35,028	Broadcast Viewers	2,509,225
Weekly Print Readership	87,570	Daily News Email Subscribers	29,617
Monthly Unique Pageviews.....	871,836	Twitter Followers	76,320
Monthly Ad Impressions.....	9,298,396	Facebook Audience.....	32,253

NOTE: The total weekly circulation includes both print and electronic edition totals for all 12 of our newspapers. The readership is based on *2.5 readers per household. The monthly unique pageviews and ad impressions are an average of all of our sites from the past 6 months. The broadcast viewers is the total viewership from August 26, 2015 to June 25, 2017.

Print Advertising Rates

HAN Network has 12 weekly newspapers. Our ad sizes are modular.

All ROP ads also appear online. The ad rates listed below include a \$4.00 web upload charge.

Ad Size	Full Page	3/4 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
Dimensions (width x height)	10.75" x 21"	V: 8.9375" x 18.75" H: 10.75" x 15.625"	V: 5.3125" x 21" H: 10.75" x 10.5"	V: 3.5" x 21" H: 10.75" x 6.875" R: 7.125" x 10.5"	V: 5.3125" x 10.5" H: 10.75" x 5.125"	V: 3.5" x 10.5" H: 10.75" x 3.375" R: 7.125" x 5.25"	5.3125" x 5.125"	5.3125" x 2.4375"
Cost (1 Newspaper)	\$1951.00	\$1464.00	\$977.00	\$653.00	\$515.00	\$345.00	\$263.00	\$134.00
add each add'l paper	\$850.00	\$650.00	\$450.00	\$325.00	\$263.00	\$173.00	\$131.00	\$68.00
Color Rates	Spot color is \$175 per paper. Four-color is \$550 per paper.							

Special Ad Sizes

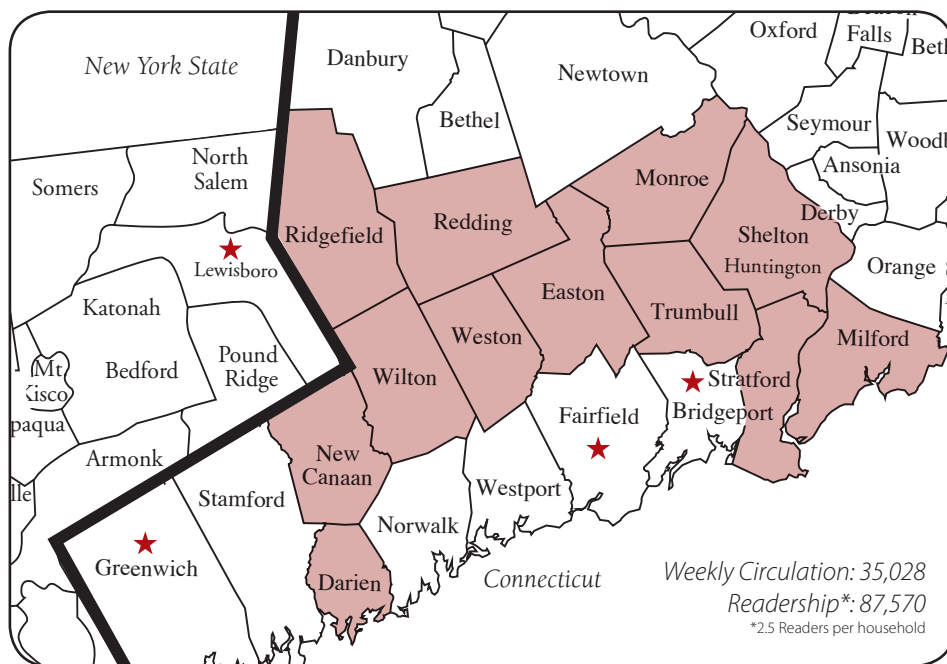
Ad Size	A&L Flap	Flap	Front Banner	Skybox	Biz Card	Novena	Double Biz	Sticky Note
Dimensions (width x height)	4.75" x 21.375"	4.75" x 21.375"	10.75" x 3"	10.75" x 3"	3.5" x 2"	1.7" x 4"	3.5" x 4"	3" x 3"
Cost (1 Newspaper)	\$1204.00	\$1004.00	\$424.00	\$424.00	\$69.00	\$69.00	\$134.00	\$90/m (10k minimum)
add each add'l Paper	N/A	\$1000.00	\$420.00	\$420.00	\$37.00	\$37.00	\$68.00	
Color Rates	Spot color is \$175 per paper. Four-color is \$550 per paper.							

NOTE: Sticky Notes are not available for Political Advertising. For papers without a Sticky Note option (Easton, Monroe, Shelton, Stratford and Milford), a Tattoo ad can run on the front page at \$420 per market.

Print Market Coverage

Fairfield and New Haven Counties in Connecticut.

- New Canaan Advertiser
- The Darien Times
- The Ridgefield Press
- The Wilton Bulletin
- The Redding Pilot
- The Weston Forum
- The Easton Courier
- Shelton Herald
- The Monroe Courier
- The Trumbull Times
- The Stratford Star
- The Milford Mirror
- ★ **Online News Sites:**
- Greenwich-Post.com
- Fairfield-Sun.com
- LewisboroLedger.com
- theBridgeportNews.com



Online Advertising Rates

Pricing includes design of static ad. Animation is an extra \$50 per month for each additional frame.

NCAvertiser.com | DarienTimes.com | theRidgefieldPress.com | WiltonBulletin.com | LewisboroLedger.com
 theWestonForum.com | SheltonHerald.com | MilfordMirror.com | StratfordStar.com | TrumbullTimes.com
 theReddingPilot.com | EastonCourier.com | MonroeCourier.com | Greenwich-Post.com | Fairfield-Sun.com
 theBridgeportNews.com | Arts.HersamAcorn.com | FCIAC.net | Live.HAN.Network*

Digital Ad Unit	Rectangle	Square	Ear	Leaderboard	Splash	Filmstrip
Dimensions (WxH in pixels)	300x75	300x250	180x90	728x90	600x240	300x600
Cost (1 Site Buy)	\$250.00 per month	\$600.00 per month	\$625.00 per month	\$675.00 per month	\$800.00 per month	\$1000.00 per month
Multiple Sites	Additional \$75 per month per site.					Only available on Live.HAN.Network

*Ad sizes available on Live.HAN.Network include the leaderboard, square and filmstrip.

Rectangle Ad
\$250.00/month

Leaderboard
\$675.00/month

Ear Ad
\$625.00/month

Square Ad
\$600.00/month

Splash Ad
\$800.00/month

Filmstrip Ad
\$1000.00/month
*Currently available on:
Live.HAN.Network*

Online Today Emails

HAN Network provides marketing opportunities in our 'Online Today' emails. These emails are sent out daily to our registered email subscribers. There are two advertising positions available. The email contains the top stories and headlines appearing online that day with links back to full stories. Your ad would link back to your site.

Includes ONE square ad (\$200/month) appearing in one of the following daily emails:

NCAvertiser.com | DarienTimes.com | theRidgefieldPress.com | WiltonBulletin.com
 theWestonForum.com | SheltonHerald.com | MilfordMirror.com | StratfordStar.com | TrumbullTimes.com
 theReddingPilot.com | EastonCourier.com | MonroeCourier.com | Greenwich-Post.com | Fairfield-Sun.com

NOTE: Our Open Rate is 28.27% and 10.48% CTR (average of all papers and news sites). Individual paper stats are available upon request. Industry average* for Media/Publishing companies is a 21.95% Open Rate and 4.67% CTR. *Source: MailChimp

Broadcast Advertising Rates

HAN Network broadcasts are accessible through computers and smartphones at HAN.Network or any of our news sites. Frontier subscribers can also view the broadcasts on Ch. 600/1600.

Package	BIG GAME PACKAGE Live & On-Demand Television	CHAMPIONSHIP PACKAGE Live & On-Demand Television
Cost (per month)	\$500.00	\$800.00
Includes:	<p><i>This package includes our regular season sports broadcasting</i></p> <ul style="list-style-type: none"> • Includes 15-second video slate with voice over • All Live Regular Season Games (# of games varies per month) • All Daily Live Studio News, Sports and Entertainment Programming (48 shows per month) • Ads will run at an average of 3 times per broadcast • Digital ad on one news site of your choice* <i>*Size subject to inventory availability</i> 	<p><i>This package includes Championship Broadcasting</i></p> <ul style="list-style-type: none"> • Includes 15-second animated video slate with voice over • Includes one in-studio interview with client to discuss their business • All Live Regular & Championship games (# of games varies per month) • All Daily Live Studio News, Entertainment and Sports Programming (48 shows per month) • Ads will run a minimum of 3 times per broadcast • Ads will appear in minimum of 5 pre-roll game highlights • Square web ad on HAN.Network and Ear ad on one news site of your choice* <i>*Subject to inventory availability</i>

Broadcast upgrades:

Additional Pre-Roll Highlights **\$150**

- Purchase additional pre-roll game highlights per month

Regular Season Scoreboard Sponsor **\$300**

- Client chooses two games
- Client logo appears on the on screen scoreboard

Championship & Playoff Games = \$600

Limited availability

Regular Season Game Sponsor **\$500**

- Client chooses two games
- "This game brought to you by" mentions throughout the game.
- Client watermark logo on bottom right of screen throughout the entire broadcast.

Championship & Playoff Games = \$1000

Limited availability

Commercial Shoot **\$1,000**

- 30-Second Video Commercial (Single location shoot).
- Requires a 3 month commitment on the above packages.

Athlete of the Week Sponsor:

\$1,000 per season

Sponsorship includes "presented by" on broadcasts announcing winners (male and female each week) and logo on voting ad on FCIAC.net. Will also be mentioned in the weekly write up of all nominees.

Remote Broadcast:

\$800

HAN Network can do a live broadcast from your business. Dates subject to availability.

Sponsored Content Rates

Our Content Studio team specializes in developing custom native advertising programs. Integrate your marketing message into quality content that is engaging and relevant to your target audience.

Package	Basic Content <i>A Unique Way to Engage Customers</i>	Video Content <i>Everyone Loves Video!</i>	HAN Box Office <i>Let Your Story Unfold</i>
Cost (per month)	\$500.00	\$900.00	\$3000.00 (not a monthly package)
Includes:	<ul style="list-style-type: none"> • Customized content creation: HAN Content Studio can create original content that will intrigue customers about your business; stories, polls or quizzes. (Max word count 250). • In-Feed Appearance: Content will appear twice during the month for 1 day on one news site of your choice (1 week apart). • Facebook: One sponsored boost during the month in the market of your choice. • Twitter: One twitter blast in market of your choice. Number of followers vary by town. (Ask rep for details) • Email: Content will appear in our "Online Today" email blast sent to our email subscribers in one market of your choice. 	<ul style="list-style-type: none"> • Includes everything in the basic package. • Also includes a five minute, in-studio video interview about your business. That video will be cut into three segments for you to use. Those segments could highlight a real estate listing, unique merchandise or the philosophy of your firm. • All four videos (the full interview and the three segments) will be owned by the client upon full payment. 	<ul style="list-style-type: none"> • Two-minute, professionally shot & edited video. (max of 4 hours shooting includes 2 videographers) • A 30-second commercial to run on all HAN Network Broadcasting (1,000 views minimum) • In-Feed Appearance: Content will appear twice during the month for 1 day on one news site of your choice (1 week apart). • Facebook: one sponsored boost during the month in the market of your choice. • Twitter: one twitter blast in market of your choice. (Number of followers vary by town. Ask rep for details) <p><i>*50% deposit required once an agreement is signed.</i></p>

Content upgrades:

Additional Words \$100

- Each additional 250 words or a supplied photo or graphic.

Additional Markets or Social Media Boosts \$100

- Additional Facebook boost or market
- OR
- Additional twitter blast (same market or add-on)

Photographer \$200

- HAN Network will provide a staff photographer on-site for 1 hour.

Drone \$350

- HAN Network Drone use on-site for 1 hour.

On-Site Interview \$250

- Clients can have HAN Network Mobile Studio come to them for their Video Content interview. Interview can be shot inside the mobile studio or we can bring our equipment inside and shoot the interview with their establishment as the backdrop.

Print content upgrades:

Ad Size	1/2 Page	1/4 Page	1/8 Page
Word Count (maximum)	1000 words	500 words	250 words
Cost (1 Newspaper)	\$1216.00	\$609.00	\$309.00
add each add'l paper	\$563.00	\$313.00	\$156.00
Color Rates	Four-color is \$550 per paper.		

NOTE: Sponsored Content is not available for political ads or any other type of endorsement ad.

HAN Network Events

HAN Network creates unique and exciting events for clients. Our strategy involves using our own marketing power combined with our creative teams in broadcast, paid content and our vast editorial staff to generate traffic for our clients and vendors.

Individual Market Demographics

	Circulation (print + e-edition)	Avg. Household Income	Monthly Unique Pageviews	Monthly Ad Impressions	Email News Subscribers	Twitter Followers	Facebook Audience
New Canaan Advertiser	3,767	\$268,441	102,236	1,722,296	3,110	5,001	2,977
The Darien Times	5,221	\$265,490	90,429	1,011,768	2,624	7,572	2,224
The Ridgefield Press	4,785	\$197,333	137,723	1,767,985	2,514	17,900	4,805
The Wilton Bulletin	2,100	\$243,195	81,298	1,045,375	2,027	3,877	2,220
The Weston Forum	1,564	\$244,201	36,942	329,466	841	2,721	1,389
The Redding Pilot	1,554	\$179,315	25,601	331,451	1,948	2,592	1,150
The Monroe Courier	2,104	\$110,569	15,634	166,820	1,004	2,115	1,275
The Easton Courier	1,085	\$173,418	19,230	141,679	1,195	869	619
The Trumbull Times	3,286	\$111,066	32,357	544,366	2,047	5,480	2,523
Shelton Herald	3,148	\$88,149	50,458	475,813	1,615	3,286	2,637
The Milford Mirror	3,125	\$80,963	42,618	573,747	1,558	3,075	3,126
The Stratford Star	3,289	\$76,600	37,619	687,244	1,761	3,842	2,416
Greenwich-Post.com	N/A	\$231,839	6,141	58,583	1,679	6,830	978
Fairfield-Sun.com	N/A	\$139,714	8,261	73,222	296	4,377	327
LewisboroLedger.com	N/A	\$210,539	4,942	52,979	2,743	1,480	784
theBridgeportNews.com	N/A	\$48,402	3,638	22,469	1,371	1,194	390
Live.HAN.Network	N/A	N/A	19,674	221,323	N/A	4,109	2,413

NOTE: Circulation totals include both print and electronic edition subscriptions. The monthly unique pageviews are an average from the past 6 months. Monthly ad impressions are June 2017 total.



Special Sections Calendar for 2017

Publication	Ad Deadline*	Publication Date*	Publication	Ad Deadline*	Publication Date*
January			July		
Health and Fitness (ALL)	Jan. 11	Jan. 19	Education (ALL)	July 19	July 27
Education (ALL)	Jan. 18	Jan. 26			
February			August		
Winter Home (ALL)	Feb. 1	Feb. 9	Summer Home (ALL)	July 26	Aug. 3
Golden Years (ALL) NEW!	Feb. 15	Feb. 23	RIDGEFIELD!	Aug. 2	Aug. 17
			Back to School (ALL)	Aug. 16	Aug. 24
March			September		
GREENWICH!	Feb. 22	Mar. 9	Home (ALL)	Aug. 30	Sept. 7
Home (ALL)	Mar. 1	Mar. 9	Golden Years (ALL) NEW!	Sept. 6	Sept. 14
Spring Bridal (ALL)	Mar. 8	Mar. 16	Food & Entertainment NEW!	Sept. 20	Sept. 28
DARIEN!	Mar. 8	Mar. 23			
STRATFORD!	Mar. 15	Mar. 30	October		
			SHELTON!	Sept. 20	Oct. 5
April			Home (ALL)	Oct. 4	Oct. 12
Kids World (ALL)	Mar. 29	Apr. 6	REDDING!	Oct. 4	Oct. 19
Home (ALL)	Apr. 5	Apr. 13	MILFORD!	Oct. 11	Oct. 26
NEW CANAAN!	Apr. 5	Apr. 20			
Green Lifestyle (ALL) NEW!	Apr. 12	Apr. 20	November		
MONROE!	Apr. 12	Apr. 27	Home (ALL)	Nov. 1	Nov. 9
			Ridgefield Holiday Book	Nov. 1	Nov. 16
May			Holiday in the Country (ALL)	Nov. 15	Nov. 22
WESTON!	Apr. 19	May 4			
Home (ALL)	May 3	May 11	December		
Food & Entertainment NEW!	May 10	May 18	Home for the Holidays	Nov. 29	Dec. 7
June					
WILTON!	May 17	June 1			
Home (ALL)	May 31	June 8			
TRUMBULL!	June 7	June 22			

*All dates subject to change.



Pre-Prints/Inserts

The following rates are based on signed contracts for a commitment to a minimum number of insertions during a contract year. Rates are extended based on conditions set forth in the signed contract. Failure to reach the agreed-upon number of insertions will result in being back billed at a higher rate.

Pre-print rates apply to single-advertiser sections only. All multiple-advertiser sections will be charged at the group column inch rate. All pre-printed sections are accepted subject to publisher approval.

Size of Insert	ANNUAL COMMITMENTS			
	1x	4x	6x	12x
Single Sheet	\$55	\$45	\$40	\$35
4 - 8 Pages	\$60	\$55	\$50	\$45
12 Pages	\$65	\$60	\$55	\$50
16+ Pages	<i>Inserts with 16 or more pages will be quoted based on the weight</i>			

All prices are per thousand pieces distributed and are based on HAN Network's tabloid pages.

- Non-profit and community group discounts available.
- A written FREQUENCY CONTRACT must be signed and approved in advance to qualify for discounts.
- All pre-prints must be scheduled no less than 7 days before insertion.
- All rates are NET.
- Inserts must be bundled, boxed and/or on skids and clearly marked HAN NETWORK with total shipped quantity.
- Size of insert must not extend beyond 11" x 11". Additional charges apply to half or quarter fold. The minimum insert size is 5" by 6".
- All inserts must be folded so they are no larger than 11" by 11". Inserts larger than the required size will be refused or the customer will be charged for folding.
- All inserts must have a packing slip or bill of lading showing quantity shipped, papers ordered, and the name and telephone number of the printer.
- **Postal regulations prevent us from running pre-prints containing a postal indicia.**
- Printing and inserting costs available upon request.

Pre-Prints

Amount Required (includes a 3% overage)

New Canaan Advertiser	3,842
Darien Times	5,354
Ridgefield Press.....	4,878
Weston Forum	1,597
Wilton Bulletin.....	2,143
Redding Pilot	1,586
Trumbull Times.....	3,365
Shelton Herald.....	3,229
Monroe Courier.....	2,156
Easton Courier	1,106
Stratford Star.....	3,378
Milford Mirror.....	3,207
Total	35,841

DELIVER PRE-PRINTS/INSERTS TO:

TRUMBULL PRINTING
 c/o Sharon Esares
 205 Spring Hill Road
 Trumbull CT 06611
 203-261-2548

\$50 delivery charge on all inserts transported by HAN Network

Contact your Account Executive for more information on our insert capabilities.

16 Bailey Avenue
 Ridgefield, CT
203-438-6544

42 Vitti Street
 New Canaan, CT
203-966-9541

1000 Bridgeport Ave.
 Shelton, CT
203-926-2080



Mechanical Requirements

HAN Network has 12 weekly newspapers a variety of special sections. Our ad sizes are modular (except Classified Display).

Broadsheet *Weekly Papers*

1/16 page	5.3125" x 2.4375"
1/8 page	5.3125" x 5.125"
1/6 page horizontal	10.75" x 3.375"
1/6 page vertical	3.5" x 10.5"
1/6 page regular	7.125" x 5.25"
1/4 page horizontal	10.75" x 5.125"
1/4 page vertical	5.3125" x 10.5"
1/3 page horizontal	10.75" x 6.875"
1/3 page vertical	3.5" x 21"
1/3 page regular	7.125" x 10.5"
1/2 page horizontal	10.75" x 10.5"
1/2 page vertical	5.3125" x 21"
3/4 page horizontal	10.75" x 15.625"
3/4 page vertical	8.9375" x 18.75"
Full page	10.75" x 21"

Special Ad Sizes *Weekly Papers*

A&L Flap	4.75" x 21.375"
Flap	4.75" x 21.375"
Front Banner	10.75" x 3"
Skybox	10.75" x 3"
Biz Card	3.5" x 2"
Novena	1.7" x 4"
Double Biz	3.5" x 4"

Classified Display *Weekly Papers*

1 column	1.0625"
2 column	2.3"
3 column	3.5"
4 column	4.7"
5 column	5.9"
6 column	7.125"
7 column	8.3125"
8 column	9.5"
9 column	10.75"

Broadsheet *Special Sections*

1/16 page	5.3125" x 2.4375"
1/8 page	5.3125" x 5.125"
1/4 page	5.3125" x 10.5"
1/2 page horizontal	10.75" x 10.5"
1/2 page vertical	5.3125" x 21"
Full page	10.75" x 21"

Half Tabloid *Special Sections*

1/4 page	3.5625" x 4.75"
1/2 page horizontal	7.25" x 4.75"
1/2 page vertical	3.5625" x 9.75"
Full page	7.25" x 9.75"

Tabloid *Special Sections*

1/8 page vertical	2.5" x 7.8125"
1/8 page horizontal	5.125" x 3.825"
1/4 page regular	5.125" x 7.8125"
1/4 page vertical	2.5" x 15.75"
1/4 page horizontal	10.375" x 3.825"
1/4 page regular	5.125" x 7.8125"
1/2 page horizontal	10.375" x 7.8125"
1/2 page vertical	5.125" x 15.75"
3/8 page vertical	5.125" x 11.75"
3/4 page vertical	7.75" x 15.75"
3/4 page horizontal	10.375" x 11.75"
Full page	10.375" x 15.75"

Space & Copy Deadlines

Friday Deadline

Arts & Leisure	2:30pm
----------------	--------

Monday Deadlines

Automotive	12 Noon
Shelton Herald	12 Noon
The Milford Mirror	12 Noon
Classified Display Ads	3:00pm
Ridgefield Press Real Estate	3:00pm
NC Advertiser Real Estate	3:00pm
Darien Times Real Estate	3:30pm
Wilton Bulletin Real Estate	4:30pm
The Weston Forum	5:00pm
New Canaan Advertiser	5:00pm
The Darien Times	5:00pm

Tuesday Deadlines

In-Column Classified Ads	12 Noon
The Trumbull Times	12 Noon
The Monroe Courier	12 Noon
The Easton Courier	12 Noon
The Stratford Star	12 Noon
The Wilton Bulletin	1:00pm
The Redding Pilot	3:30pm
The Ridgefield Press	4:30pm