

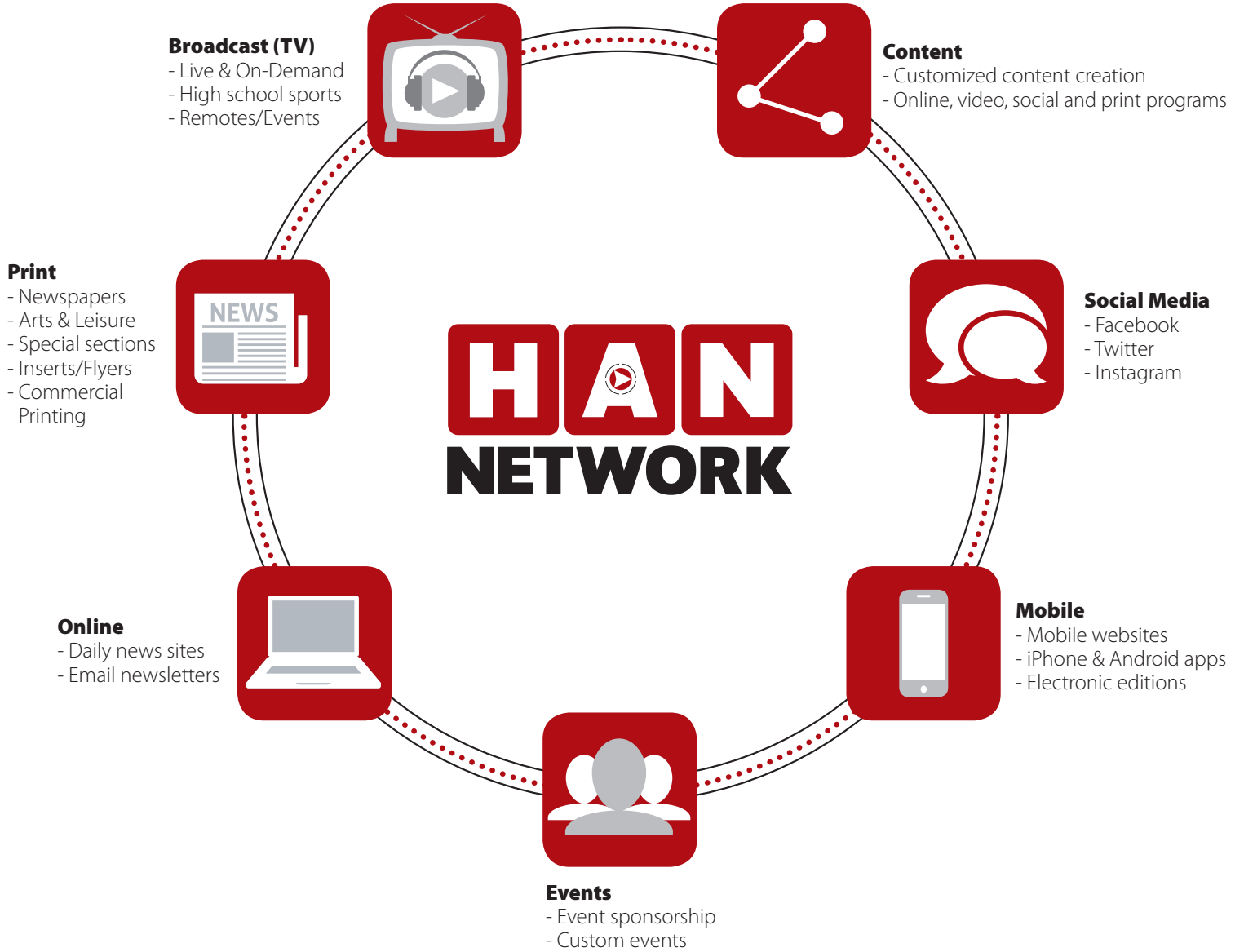


News. Sports. Broadcast. Content. Events.

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	36,488	Broadcast Viewers	1,698,050
Weekly Print Readership	91,220	Daily News Email Subscribers	27,340
Monthly Unique Pageviews.....	746,775	Twitter Followers	70,661
Monthly Ad Impressions.....	11,813,741	Facebook Audience.....	28,057

NOTE: The total weekly circulation includes 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 November 1, 2016.

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

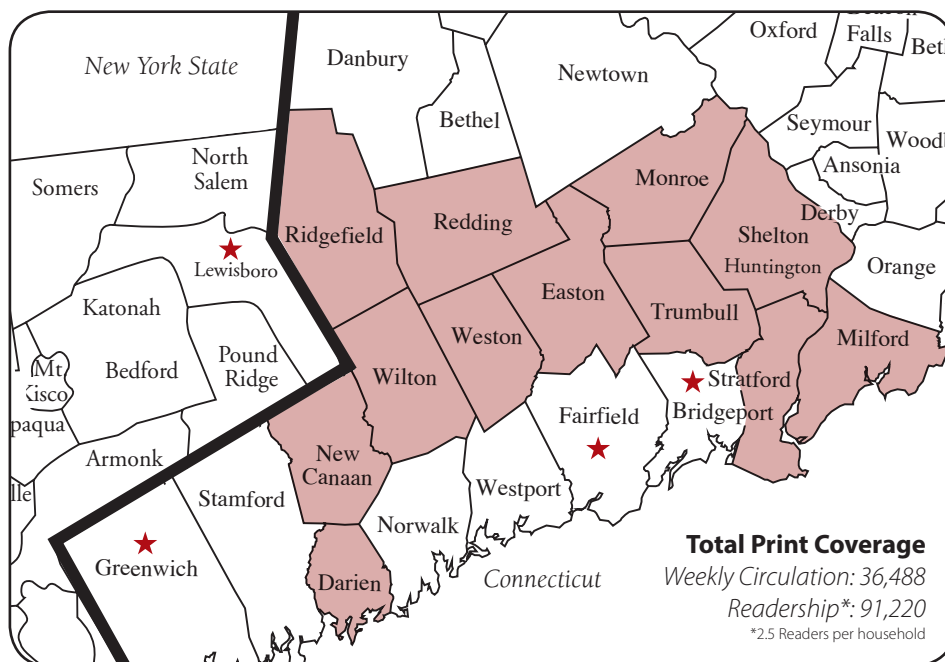
Ad Size	A&L Flap	Flap	Front Banner	Skybox	Biz Card	Novena	Double Biz	Sticky Note
Dimensions (width x height)	4.75" x 21.375"	4.75" x 21.375"	10.75" x 3"	10.75" x 3"	3.5" x 2"	1.7" x 4"	3.5" x 4"	3" x 3"
Cost (1 Newspaper)	\$1204.00	\$1004.00	\$424.00	\$424.00	\$69.00	\$69.00	\$134.00	\$90/m (10k minimum)
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.

The image shows six ad unit boxes with their respective prices and dimensions:

- Rectangle Ad**: \$250.00/month (300x75 pixels)
- Leaderboard**: \$675.00/month (728x90 pixels)
- Ear Ad**: \$625.00/month (180x90 pixels)
- Square Ad**: \$600.00/month (300x250 pixels)
- Splash Ad**: \$800.00/month (600x240 pixels)
- Filmstrip Ad**: \$1000.00/month (300x600 pixels). Note: 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	Avg. Household Income	Monthly Unique Pageviews	Monthly Ad Impressions	Email News Subscribers	Twitter Followers	Facebook Audience
New Canaan Advertiser	3,973	\$268,441	104,502	1,484,102	2,986	4,915	2,847
The Darien Times	5,150	\$265,490	101,200	941,812	2,533	7,410	2,008
The Ridgefield Press	4,970	\$197,333	143,330	1,460,430	2,528	17,000	4,379
The Wilton Bulletin	2,250	\$243,195	60,175	730,783	1,909	3,775	2,012
The Weston Forum	1,620	\$244,201	36,874	254,459	837	2,646	1,546
The Redding Pilot	1,625	\$179,315	24,333	219,434	1,658	2,529	1,067
The Monroe Courier	2,170	\$110,569	17,608	148,221	884	2,049	1,115
The Easton Courier	1,150	\$173,418	20,640	192,575	1,074	845	564
The Trumbull Times	3,500	\$111,066	36,172	473,796	1,886	5,380	2,314
Shelton Herald	3,300	\$88,149	36,499	505,316	1,428	3,205	2,410
The Milford Mirror	3,260	\$80,963	35,317	488,551	1,396	3,002	2,830
The Stratford Star	3,520	\$76,600	37,159	453,954	1,653	3,705	2,144
Greenwich-Post.com	N/A	\$231,839	10,811	75,825	1,624	6,556	967
Fairfield-Sun.com	N/A	\$139,714	8,064	83,088	295	4,285	319
LewisboroLedger.com	N/A	\$210,539	9,847	62,495	2,573	1,469	781
theBridgeportNews.com	N/A	\$48,402	5,120	53,430	1,243	1,172	376
Live.HAN.Network	N/A	N/A	42,314	403,427	N/A	3,827	2,218

NOTE: The monthly unique pageviews a monthly average from the past 6 months. Monthly ad impressions are February 2017 total. Circulation subject to audit, Circulation Verification Council & Certified Audit of Circulations, Inc.



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.