

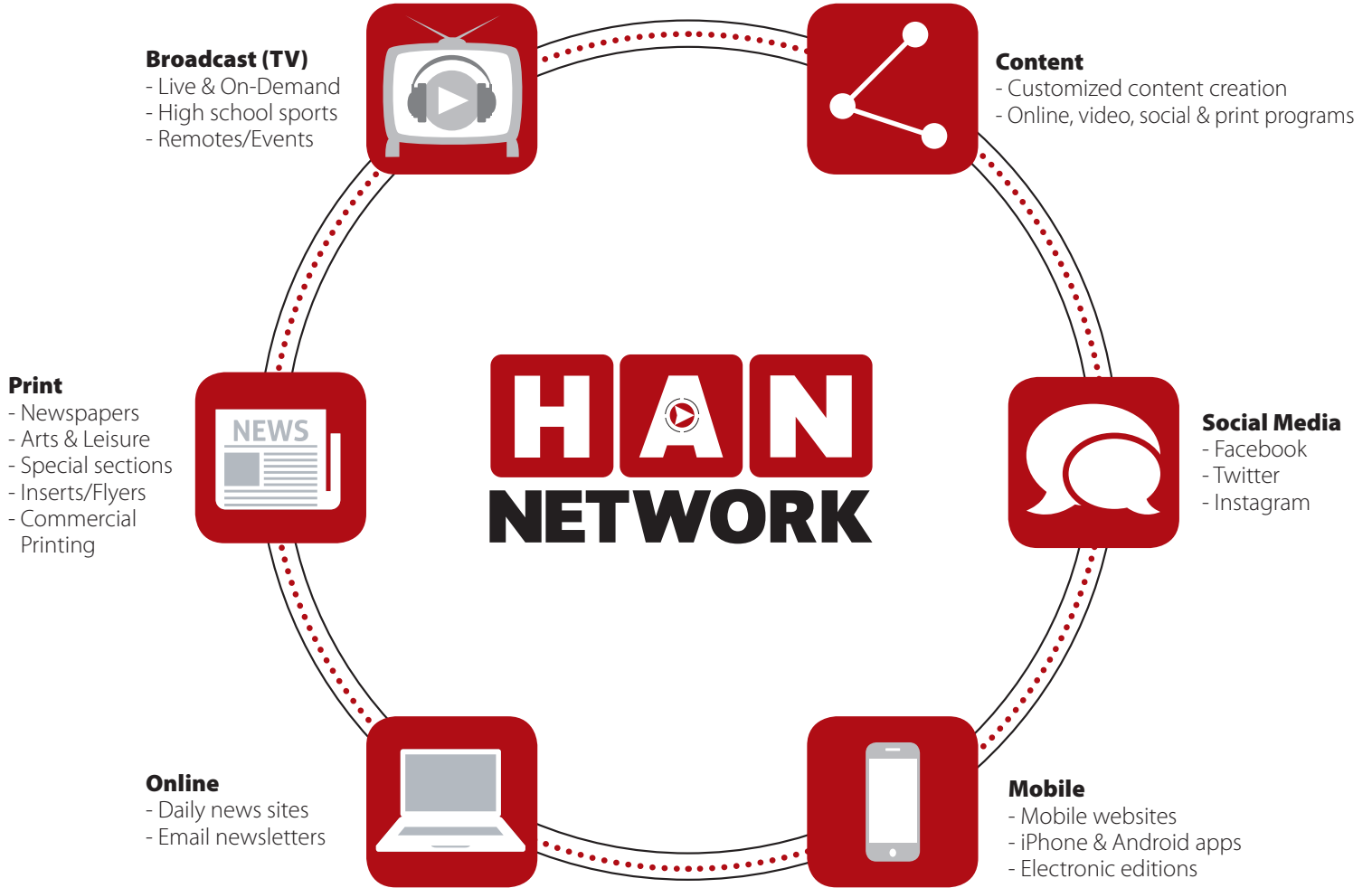


**News. Sports. Broadcast. Content.**

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 targets tens of thousands of local consumers every day via our multiple media platforms.



## Reach your audience.

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

Total Weekly Circulation	<b>34,817</b>	Broadcast Viewers*	<b>2,981,783</b>
Weekly Print Readership	<b>87,042</b>	Daily News Email Subscribers	<b>24,575</b>
Monthly Unique Pageviews	<b>782,766</b>	Twitter Followers	<b>78,860</b>
Monthly Ad Impressions	<b>8,774,120</b>	Facebook Audience	<b>34,277</b>

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 October 22, 2017. \*Broadcast viewers does not include Frontier analytics.



## Online Advertising Rates

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

NCAAdvertiser.com | DarienTimes.com | theRidgefieldPress.com | WiltonBulletin.com  
 SheltonHerald.com | MilfordMirror.com | StratfordStar.com | TrumbullTimes.com | MonroeCourier.com  
 Aspetuck.News (news of Redding, Weston & Easton) | 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)	<b>\$250.00</b> per month	<b>\$600.00</b> per month	<b>\$625.00</b> per month	<b>\$675.00</b> per month	<b>\$800.00</b> per month	<b>\$1000.00</b> per month
Multiple Sites	Additional \$75 per month per site.					Limited Availability

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

The image shows six ad formats in gray boxes with their respective dimensions and costs:

- 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  
Aspetuck.News

## 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:**

NCAAdvertiser.com | DarienTimes.com | theRidgefieldPress.com | WiltonBulletin.com | SheltonHerald.com | MilfordMirror.com  
 StratfordStar.com | TrumbullTimes.com | MonroeCourier.com | Aspetuck.News (news of Redding, Weston & Easton)

## 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.

<b>Package</b>	<b>LIVE &amp; ON-DEMAND TELEVISION</b>
<b>Cost</b> (per month)	<b>\$900.00</b>
<b>Includes:</b>	<p><i>This package includes broadcast at monthly commitment</i></p> <ul style="list-style-type: none"> <li>• Includes 15-second animated video slate with voice over</li> <li>• All Live Regular &amp; Championship games (# of games varies per month)</li> <li>• All Daily Live Studio News, Entertainment and Sports Programming (minimum 48 shows per month)</li> <li>• Ads will run at an average of 3 times per sports broadcast and an average of 2 times per week on in-studio programs</li> <li>• Ads will appear in highlight pre-roll rotation</li> <li>• Digital ad on HAN.Network*</li> </ul> <p><i>*Size subject to inventory availability</i></p>

### Broadcast upgrades:

#### 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

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

#### Athlete of the Week Sponsor:

**\$1,500** 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.

*\*Athlete of the Week Sponsorships and Remote Broadcasts can be purchased without a broadcast package.*

## 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	<b>Basic Content</b> <i>A Unique Way to Engage Customers</i>	<b>Broadcast Show</b>	<b>HAN Box Office</b> <i>Let Your Story Unfold</i>
<b>Cost</b> (per month)	<b>\$600.00</b>	packages starting at <b>\$900.00</b>	starting at <b>\$3000.00</b> (not a monthly package)
<b>Includes:</b>	<ul style="list-style-type: none"> <li>• Customized content creation: HAN Content Studio can create original content that will intrigue customers about your business; stories, polls or quizzes. (Max word count 500).</li> <li>• In-Feed Appearance: Content will be posted in the slider position on one news site of your choice.</li> <li>• Facebook: One sponsored boost during the month in the market of your choice.</li> <li>• Twitter: One twitter blast in market of your choice. Number of followers vary by town. (Ask rep for details)</li> <li>• Email: Content will appear in our "Online Today" email blast sent to our email subscribers in one market of your choice.</li> </ul>	<ul style="list-style-type: none"> <li>• Studio Time (up to 3 hours per month)</li> <li>• Show will air same time every month on HAN Network</li> <li>• Includes production, editing and training</li> <li>• Promotion of show on HAN Network's social platforms</li> <li>• Story with video to appear on all HAN Network websites</li> <li>• Creation of charts, graphics and/or slides for show</li> </ul> <p><i>*6-month commitment required for all broadcast shows</i></p>	<ul style="list-style-type: none"> <li>• Two-minute, professionally shot &amp; edited video. (max of 4 hours shooting includes 2 videographers)</li> <li>• A 15-second commercial to run on all HAN Network Broadcasting (1,000 views minimum)</li> <li>• In-Feed Appearance: Content will be posted in the slider position on one news site of your choice.</li> <li>• Facebook: one sponsored boost during the month in the market of your choice.</li> <li>• Twitter: one twitter blast in market of your choice. (Number of followers vary by town. Ask rep for details)</li> </ul> <p><i>*50% deposit required once an agreement is signed.</i></p>

### Content upgrades:

#### 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
<b>Word Count</b> (maximum)	1000 words	500 words	250 words
<b>Cost</b> (1 Newspaper)	<b>\$1216.00</b>	<b>\$609.00</b>	<b>\$309.00</b>
<b>add</b> each add'l paper	<b>\$563.00</b>	<b>\$313.00</b>	<b>\$156.00</b>
<b>Color Rates</b>	Four-color is \$550 per paper.		

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

## Individual Market Demographics

	<b>Circulation</b> (print + e-edition)	<b>Avg. Household</b> <b>Income</b>	<b>Monthly Unique</b> <b>Pageviews</b>	<b>Monthly Ad</b> <b>Impressions</b>	<b>Email News</b> <b>Subscribers</b>	<b>Twitter</b> <b>Followers</b>	<b>Facebook</b> <b>Audience</b>
<b>New Canaan Advertiser</b>	3,709	\$268,441	89,265	1,590,665	3,389	5,132	3,075
<b>The Darien Times</b>	5,033	\$265,490	88,606	836,626	2,764	7,725	2,383
<b>The Ridgefield Press</b>	4,753	\$197,333	116,142	1,889,340	2,505	18,700	5,159
<b>The Wilton Bulletin</b>	2,117	\$243,195	80,142	853,785	2,412	3,971	2,379
<b>The Weston Forum</b>	1,787	\$244,201	33,822	326,864	849	2,800	1,478
<b>The Redding Pilot</b>	1,545	\$179,315	33,008	231,088	2,508	2,639	1,233
<b>The Easton Courier</b>	1,071	\$173,418	14,889	100,281	1,262	875	683
<b>The Monroe Courier</b>	2,067	\$110,569	13,917	108,741	983	2,182	1,367
<b>The Trumbull Times</b>	3,195	\$111,066	27,622	421,721	2,164	5,612	2,723
<b>Shelton Herald</b>	3,154	\$88,149	76,113	621,736	2,061	3,417	2,813
<b>The Milford Mirror</b>	3,103	\$80,963	27,220	396,656	1,866	3,198	3,358
<b>The Stratford Star</b>	3,283	\$76,600	39,573	530,626	1,939	4,009	2,614
<b>Greenwich-Post.com</b>	N/A	\$231,839	5,276	45,049	1,830	7,060	975
<b>Fairfield-Sun.com</b>	N/A	\$139,714	7,717	24,884	300	4,459	332
<b>theBridgeportNews.com</b>	N/A	\$48,402	5,126	24,191	1,492	1,224	416
<b>Live.HAN.Network</b>	N/A	N/A	44,517	159,777	N/A	4,356	2,494

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 September 2017 total.



## Special Sections Calendar for 2018

Publication	Ad Deadline*	Publication Date*	Publication	Ad Deadline*	Publication Date*
<b>January</b>			<b>July</b>		
Health and Fitness (ALL)	Jan. 10	Jan. 18	Education (ALL)	July 18	July 26
Education (ALL)	Jan. 17	Jan. 25			
<b>February</b>			<b>August</b>		
Winter Home (ALL)	Jan. 31	Feb. 8	Summer Home (ALL)	July 25	Aug. 2
Golden Years (ALL)	Feb. 14	Feb. 22	RIDGEFIELD!	Aug. 1	Aug. 16
			Back to School (ALL)	Aug. 15	Aug. 23
<b>March</b>			<b>September</b>		
GREENWICH!	Feb. 21	Mar. 8	Home (ALL)	Sept. 5	Sept. 13
Home (ALL)	Feb. 28	Mar. 8	Golden Years (ALL)	Sept. 12	Sept. 20
Spring Bridal (ALL)	Mar. 7	Mar. 15			
DARIEN!	Mar. 7	Mar. 22	<b>October</b>		
STRATFORD!	Mar. 14	Mar. 29	SHELTON!	Sept. 19	Oct. 4
			Home (ALL)	Oct. 3	Oct. 11
<b>April</b>			REDDING!	Oct. 3	Oct. 18
Kids World (ALL)	Mar. 28	Apr. 5	MILFORD!	Oct. 10	Oct. 25
Home (ALL)	Apr. 4	Apr. 12			
NEW CANAAN!	Apr. 4	Apr. 19	<b>November</b>		
Green Lifestyle (ALL)	Apr. 11	Apr. 19	Home (ALL)	Oct. 31	Nov. 8
MONROE!	Apr. 11	Apr. 26	Ridgefield Holiday Book	Oct. 31	Nov. 15
			Holiday in the Country (ALL)	Nov. 14	Nov. 21
<b>May</b>			<b>December</b>		
Home (ALL)	May 2	May 10	Home for the Holidays	Nov. 28	Dec. 6
Savor	May 9	May 17			
WESTON!	May 9	May 24			
<b>June</b>					
WILTON!	May 23	June 7			
Home (ALL)	June 6	June 14			
TRUMBULL!	June 13	June 28			

\*All dates subject to change.