

Take full advantage of the additional advertising opportunities we offer throughout the area...



### RepublicanAmerican & SundayRepublican

GREATER WATERBURY, CT

The Republican-American, one of Connecticut's leading daily newspapers with print and digital products, can be a key part of your marketing plan. With one media buy, you can capture the audience in Litchfield County, Greater Waterbury and along the Naugatuck River Valley; covering nearly 40 cities and towns consisting of over 195,000 print and digital readers. Since 1844, the Republican-American has been providing a rich history of the best and most trusted local news and advertising coverage of Greater Waterbury and Northwestern Connecticut.



### Weekend Extra

Weekend Extra is a weekly publication mailed directly to residents on Thursdays covering 5 towns. It contains an assortment of stories and photos from Middlebury, Oakville, Waterbury, Watertown & Wolcott.



### Country Life

Country Life is your source for community happenings and current events reaching the towns of Bantam, Bethlehem, Bridgewater, Litchfield, Middlebury, Morris, New Milford, New Preston, Oxford, Roxbury, Southbury, South Britain, Thomaston, Warren, Washington, Washington Depot, Watertown and Woodbury.

Country Life reaches readers every Thursday by a combination of In-Paper and TMC mailing with a circulation of over 23,000. It offers a snapshot of the people, places and events that define country living. Whether your interest lies in nature walks, learning about antiques, gardening or reading about accomplishments of friends and neighbors.



# Citizen's News

## 2022 Retail Rates

The Citizen's News is a weekly newspaper delivered to every household in the communities of Beacon Falls, Naugatuck and Prospect. With many highways and state roads nearby, access to your business is only minutes away.

Each week, we deliver award-winning news coverage to our over 20,000 readers and are the voice of the communities we serve. Not only are our products in print and online embraced by these readers, but also represent outstanding opportunities to market your business or service.

Citizen's News is an invited guest into the homes of our readers, who are also your customers. Place your advertising message squarely in front of an audience who enjoy hyperlocal news, sports and entertainment content.



### HOW TO REACH US

389 Meadow Street, Waterbury, CT 06702 • 203-574-3636 ext 1168  
 advertising@rep-am.com • editor@mycitizensnews.com

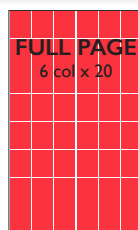
The **Citizen's News** is one of many newspapers nationally that sell advertising using easy to understand modular advertising units. Beginning your advertising campaign consists of two easy steps...

**Advertising Deadline is Tuesday, 10 Days Prior to Publication**

**Select your ad size based on your unique campaign or business needs.**

### dominance

\$900.75  
\$945.86



**DOMINANCE** Ad Units are designed for advertisers seeking maximum visibility within the newspaper and on the page. These units are ideal for announcing unique events, reinforcing marketplace status or driving maximum response in a short time. Be sure your ad copy is well organized and easy to follow. For best results, Dominance Ad campaigns should run at least 2-3 editions.

**Suggested for:** Huge Announcements, Big Sales, Direct Response, Grand Openings.

**Add full color to your full page ad for just 5% more!**

### impact

**IMPACT** Ad Units are designed for advertisers seeking balance between page dominance and frequency. These units offer ample message space at a price that allows a more frequent run schedule. Ideal for announcing events, branding and defining your market niche, these units encourage sustained customer response over time. For best results, Impact Ad campaigns should run at least 2-4 editions.

**Suggested for:** Seminars & Events.

1/2 PAGE V 3 col x 20	1/2 PAGE H 6 col x 10	5/12 PAGE V 4 col x 12.5	5/12 PAGE H 5 col x 10	1/3 PAGE 4 col x 10
\$508.62 \$584.91	\$508.62 \$584.91	\$424.90 \$488.64	\$424.90 \$488.64	\$340.70 \$391.81

### breakthrough

**BREAKTHROUGH** Ad Units are designed for advertisers seeking to optimize reach and frequency. These units are ideal for building and maintaining awareness. These units provide sufficient space for a complete message at low cost for consistent response. For best results, Breakthrough Ad campaigns should run at least 3-5 editions. **Suggested for:** Image Branding.

1/4 PAGE V 3 col x 10	1/4 PAGE H 4 col x 7.5	5/24 PAGE 5 col x 5	3/16 PAGE 3 col x 7.5	1/6 PAGE V 2 col x 10	1/6 PAGE V 4 col x 5	1/8 PAGE V 2 col x 7.5	1/8 PAGE H 3 col x 5	1/8 PAGE S 6 col x 2.5
\$275.06 \$316.32	\$275.06 \$316.32	\$239.54 \$275.47	\$215.82 \$248.18	\$194.32 \$233.47	\$194.32 \$233.47	\$145.89 \$167.77	\$145.89 \$167.77	\$145.89 \$167.77

### awareness

**AWARENESS** Ad Units are designed for advertisers seeking to maximize long-term awareness and reach. These units are ideal for businesses where top-of-mind awareness is critical in a short decision-making period. The abbreviated ad content allows limited copy changes and is designed to create a compelling call to action. For best results, Awareness Ad campaigns should run at least 4-7 editions.

**Open Rate \$14 per Column Inch**

1/12 PAGE 2 col x 5	1/16 PAGE V 1 col x 7.5	1/16 PAGE H 3 col x 2.5	1/24 PAGE V 1 col x 5	1/24 PAGE H 2 col x 2.5	1/48 PAGE V 1 col x 2.5
\$100.04 \$115.05	\$80.00 \$92.00	\$80.00 \$92.00	\$50.00 \$57.50	\$50.00 \$57.50	\$30.00 \$34.50

**Add color**

**Help your ad jump off the page by adding color for an additional upcharge**  
(color pricing is noted in red 15% more)

## 2

### Choose your annual ad frequency level.

Enjoy a discount off the rates shown in step one for any size ad you select

No. of Insertions	% off Each Ad	No. of Insertions	% off Each Ad
6 weeks	10%	26 weeks	25%
13 weeks	15%	52 weeks	35%

All ads must run within a 52 week period.

#### NEWSPAPER MEASUREMENTS

SIZE	WIDTH	DEPTH	COLUMNS
Full Page	10.875"	20"	6

#### COLUMN WIDTHS

SIZE	WIDTH	SIZE	WIDTH
1 Column	1.625"	4 Column	7.1875"
2 Column	3.5"	5 Column	9"
3 Column	5.3438"	6 Column	10.875"

#### PREPRINT INSERT RATES - Cost Per Thousand

PAGE COUNT	1 TIME	6 OR MORE
2	40	37.20
4	69	64.17
8	72	66.96
12	75	69.75
16	81	75.33
20	94	87.42
24	102	94.86
28	109	101.37
32	118	109.74

Minimum charge of \$400 for preprints distributed. Consult your Account Executive for details.

Catabooks, odd sizes, cards, envelopes, abnormally large preprints, multiple signature preprints, etc. must be submitted for acceptance and price quote.

Preprints accepted in tabloid sizes to a maximum of 10 3/4" x 12" overall and standard sizes up to a maximum of 12" x 10 3/4" overall. Tabloids accepted in minimum sizes 5" x 7" without calipers, 9" x 7" with calipers, maximum half tab 7" x 10" (70 square inches). Half Tab rate determined by dividing number of pages by 2 then apply to page rate (minimum 4 pages).

Single sheet inserts must be printed on a minimum of 70 lb. stock paper.

"Supplement to" and date lines on pre-printed inserts are preferred, but optional.

Pre-print inserts carrying a postal indicia are not accepted for distribution in the **Citizen's News**.

#### POLICY

All preprints accepted subject to approval of the publisher.

All advertisements subject to publisher's revision or approval. The publisher reserves the right to cancel any advertisement at any time.

Insertion orders or contracts containing liability dis-claimers are not accepted. Agencies are held responsible for payment of invoices for advertising placed by them on their behalf or on behalf of their clients. In lieu of agency's liability, written documentation must be provided by the advertiser assuming responsibility for payment.

#### EMAIL REQUIREMENTS

The maximum file size of ads transmitted via e-mail is 10MB. A Self-extracting compression software should be used on files larger than 10MB. Our E-mail address is: [advertising@rep-am.com](mailto:advertising@rep-am.com).

#### CLASSIFIED IN-COLUMN ADVERTISING RATES

Classified ads are billed at a rate of \$15 per week (3 line minimum). Classified ads totaling more than 3 lines are \$1 extra per line. Run two consecutive weeks for \$27.75 total. Run three consecutive weeks for \$38.25 total. Run four consecutive weeks for \$46.50 total.

#### CONTRACT ADVERTISING COURTESY DISCOUNTS IN OUR OTHER PUBLICATIONS

ANNUAL FREQUENCY	REP-AM ROP REVENUE LEVEL
CITIZEN'S NEWS 6	\$2,500+

Additional Discounts Available for Larger Commitments

Don't have inserts printed? **We can print** and insert them for you.

For just pennies per household, we can design, print and deliver your message through the Citizen's News, Republican-American\*, and Step Saver publications.

Perfect for restaurant menus, product catalogs, and coupons. Multiple size options available see your Account Representative for more information. \*inserts can be targeted by zipcodes

8.5"X11" - COST PER THOUSAND

Choice of Glossy or Matte	10K	20K	35K	50K	75K	100K
Full color - single side	\$72	\$61	\$50	\$48	\$45	\$40
Full color - double side	\$83	\$72	\$61	\$56	\$51	\$49

17"X11" - COST PER THOUSAND

Choice of Glossy or Matte	10K	20K	35K	50K	75K	100K
Full color - single side	\$101	\$90	\$84	\$75	\$73	\$68
Full color - double side	\$112	\$107	\$101	\$96	\$90	\$84

17X11 must be folded in half to accommodate insertion

#### TOTAL CIRCULATION BY TOWN

Naugatuck - 13,736 • Prospect - 4,050 • Beacon Falls - 2,622

Full run quantity is 20,408 or may be zoned by zip code. Please ship in clearly marked boxes labeled "CITIZEN'S NEWS" with the intended publication date to the following address, no later than **10 days prior to publication date:**

**CITIZEN'S NEWS**  
Citizen's News 1860 Main Street Springfield, MA 01102-2350  
**DIGITAL ADVERTISING**

MyCitizensNews.com is the website for the Citizen's News. An audience of more than 19,657 unique monthly users\* enjoy hyperlocal news, sports and entertainment content, generating more than 56,900 monthly page views.\* Ask your Account Executive about Banner advertising opportunities on MyCitizensNews.com

\*source Google Analytics six month average from 2021.

#### NET ROS DIGITAL CAMPAIGNS

10,000 monthly minimum impressions - price per thousand

AD SIZE	OPEN RATE	3 MO. COMMIT	12 MO. COMMIT
Super Leaderboard (970X90)	\$11	\$9	\$6
Leaderboard (728X90)	\$10	\$8	\$5
Rectangle (300X250)	\$10	\$8	\$5
Mobile (320X50)	\$10	\$8	\$5

\$1 cpm surcharge for content targeting or ATF placement

#### PRINT2WEB

Make your print ad digital. Print ad appears in the newspaper ads widget on our websites (RA, CN, & SS) for 7 days for only \$10. Ensure that your print ads get complete coverage by adding our Print2Web digital solution.

#### SOCIAL MARKETPLACE

Share your business' social media posts with Citizens News, Step Saver Observer and Republican American audiences - \$89 per month with 12 month commitment.

#### AUDIENCE EXTENSION

**Targeted banner ad campaigns to local readers on National sites**  
Reach local readers on national websites that fit your ideal customer profile through our Targeted Banner Campaign program. Ads are seen locally (by zip code), and can be targeted by content, demographics and user behaviors to reach your optimal target audience. Let us design a customer campaign for you!