

## Introduction

## The Glastonbury Citizen

# The Glastonbury Citizen

We're happy to introduce you to *The Glastonbury Citizen*, the only family-owned and operated weekly newspaper in Connecticut. Published every Thursday for 60 years, it truly is Glastonbury's hometown paper. With over 7,000 loyal subscribers, *The Glastonbury Citizen* is delivered in subscribers' mailboxes not near them. With an additional 1,000 store-bought papers, *The Glastonbury Citizen* delivers a circulation of over 8,000.

An advertisement in *The Glastonbury Citizen* is the perfect way to reach the affluent Glastonbury market where the median home price is \$269,000\* and the median family income is \$83,233\*.

Having covered Glastonbury for 60 years, many town residents have literally grown up with *The Glastonbury Citizen* and read it cover to cover. We would be happy to discuss how we can help to grow your business by advertising in Glastonbury's hometown paper, *The Glastonbury Citizen*.

We invite you to call one of our knowledgeable Account Executives to discuss exciting advertising opportunities. We look forward to working with you!

\*October 2009 [www.zillow.com](http://www.zillow.com)

87 Nutmeg Lane • PO Box 373 • Glastonbury, CT 06033  
Phone (860) 633-4691 • Fax (860) 657-3258 • [www.glcitizen.com](http://www.glcitizen.com)

## General Information

### The Glastonbury Citizen Rivereast News Bulletin

P.O. Box 373 • 87 Nutmeg Lane • Glastonbury, CT 06033-0373  
Office (860) 633-4691 • Fax (860) 657-3258  
[www.glcitizen.com](http://www.glcitizen.com)

James Hallas, *Publisher*  
Carole Saucier, *Advertising Manager*  
Janki Buch, *Circulation*

James Hallas, *Editor – The Glastonbury Citizen*  
Mike Thompson, *Editor – Rivereast News Bulletin*

*Sales Representatives:* Jason Baran April Krason Renée Snyder

#### Policy:

*The Glastonbury Citizen and Rivereast News Bulletin* will make every effort to see that all advertising copy is correctly printed. The publisher assumes no liability or financial responsibility for typographical errors in advertising, but will reprint, without charge, that part of an advertisement in which an error has occurred provided that a claim is made within 5 days of publication; however, any advertisement that has been proofed and approved by the advertiser will not be eligible for a credit of any kind. The liability of the publisher on account of errors in or omissions from any advertisement or the omission of the advertisement itself will in no way exceed the amount of the charge for the space occupied by the item in error, and then only for the first incorrect insertion. Also, the publisher takes no responsibility for statements or claims made in any advertisement, and will upon request, reveal the name and address of the person or persons responsible for placing any display advertisement, political or otherwise, except for "blind" box ads. Requests will be taken for specific ad placement. However, there is no absolute guarantee these requests can be honored. There will be no credit applied in regards to ad placement.

*The Glastonbury Citizen, Inc.* reserves the right to reject advertisements which it deems unsuitable for its publications. Every effort will be made to verify the legitimacy and propriety of all ads for the protection of our readers.

# Miscellaneous Information

## **PAYMENT**

Payment is due within thirty (30) days of billing. Prepayment is required at time of space reservation for all new customers or anyone who hasn't filled out a credit application. An interest charge of 1.5% per month is added to accounts not paid within 30 days (annual rate: 18%). The fee for all returned checks is \$22. We accept VISA and Mastercard.

## **PROOF RATES**

All advertisements completed as proofs are subject to a set-up charge if not published with the *Citizen* or *Bulletin* within a two week period. The minimum set-up charge is \$25.

## **CHANGED ADS/SURCHARGES**

Ad copy that is changed (not simply corrected) from its original text & format after 4 p.m. on Deadline Day will incur an additional set-up cost billed at \$75 per hour.

## **AGENCY COMMISSION**

All rates are non-commissionable.

## **PRESS RELEASES**

Free for business stories, news, free events for people or businesses affiliated in the towns covered by *The Glastonbury Citizen* or *The Rivereast News Bulletin* at discretion of editor.

For *The Glastonbury Citizen*, send to [citizen@snet.net](mailto:citizen@snet.net)

For *The Rivereast News Bulletin*, send to [rivereast@snet.net](mailto:rivereast@snet.net)

# Circulation & Insertion Information

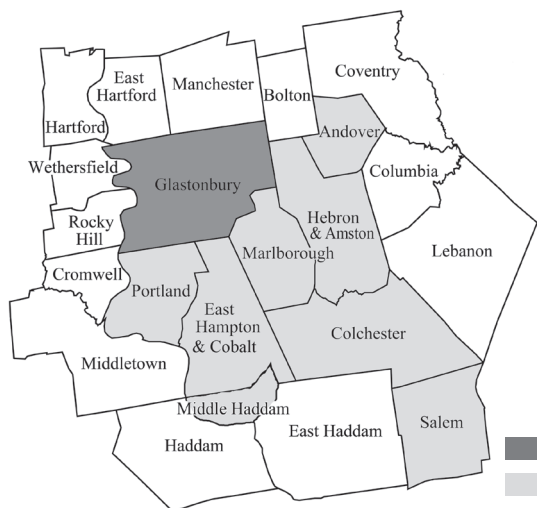
## The Glastonbury Citizen\*

Glastonbury Area Subscribers Zip Codes 06033, 06073, 06025 .....	6,300 .....	\$535.00
Glastonbury Store Deliveries.....	750 .....	\$63.75
Out of Town Subscribers .....	742 .....	\$63.50
<b>Total Circulation .....</b>	<b>7,792 .....</b>	<b>\$662.25</b>

## Rivereast News Bulletin\*

Andover.....06232 .....	1,450.....	\$123.50
Cobalt.....06414 .....	250.....	\$30.00
Colchester & Salem .....	8,700.....	\$739.50
Hebron & Amston..... 06248/06231 .....	3,900.....	\$331.50
Middle Haddam.....06456 .....	250.....	\$30.00
East Hampton .....	5,500.....	\$467.50
Marlborough .....	2,850.....	\$242.25
Portland.....06480 .....	4,800.....	\$408.00
Store Drops.....	700.....	\$70.00
Out of Town Subscribers .....	50	
<b>Total Circulation .....</b>	<b>28,450 .....</b>	<b>\$2,418.25</b>

\* figures subject to change without notice



### Insertion Information

- Rates apply to standard 8.5"x11" pieces (0.5 oz or less).
- Surcharges may be applied for mailing pieces of irregular shape and texture or for folding. Please note that we cannot fold some materials.
- All inserts must have "Supplement to *The Glastonbury Citizen*" printed in small type on the outside for insertion in the *Citizen*.
- Inserts must be delivered by Thursday at noon prior to the week of insertion for both *The Glastonbury Citizen* and *Rivereast News Bulletin*.
- *The Glastonbury Citizen* and *Rivereast News Bulletin* are unable to run inserts that contain an indicia (i.e. Bulk Permit). This is not our policy, rather a postal regulation and therefore cannot be overlooked.
- Inserts must cover an entire town. We regret that we cannot put inserts in only part of a town.

■ Circulation for *The Glastonbury Citizen*  
 ■ Circulation for *Rivereast News Bulletin*

# Sample Sizes

SIZE	Citizen Open Rate	1 <sup>st</sup> Level Citizen Contract Rate	Rivereast Open Rate	4 Week Rivereast Contract Rate	Rivereast Pick Up Rate
Full page (124 col. in.)	\$1364	\$1240	\$1240	\$1116	\$992
3/4 page (92 col. in.)	\$1012	\$920	\$920	\$828	\$736
1/2 page (64 col. in.)	\$704	\$640	\$640	\$576	\$512
1/3 page (40 col. in.)	\$440	\$400	\$400	\$360	\$320
1/4 page (32 col. in.)	\$352	\$320	\$320	\$288	\$256
1/8 page (16 col. in.)	\$176	\$160	\$160	\$144	\$128

## PLACEMENT

Requests will be accepted but not guaranteed:

Requestable *Citizen* placements: Far Forward, Society, Entertainment, Sports, Obituaries, Business, Health, Pet Parade, Classifieds, Happenings

Requestable *Rivereast* placements: Far Forward, Entertainment, Obituaries, Health, Classifieds, Happenings, East Hampton, Hebron, Marlborough, Portland, Colchester

# Advertising Contract Rates

Ads must be 8" to qualify for contract discount.

## THE GLASTONBURY CITIZEN

	— CONTRACT RATES* —					
<b>OPEN RATE</b> <b>\$11.00</b> Per Column Inch	<b>\$10.00</b>	<b>\$9.50</b>	<b>\$9.00</b>	<b>\$8.50</b>	<b>\$8.00</b>	<b>\$7.50</b>
	Per Column Inch <b>Weeks 1-9</b>	Per Column Inch <b>Weeks 10-18</b>	Per Column Inch <b>Weeks 19-27</b>	Per Column Inch <b>Weeks 28-36</b>	Per Column Inch <b>Weeks 37-45</b>	Per Column Inch <b>Weeks 46-51</b>
Contracts subject to approval from Bookkeeper, Advertising Manager and General Manager						

## RIVEREAST NEWS BULLETIN

	— CONTRACT RATES —		
<b>OPEN RATE</b> <b>\$10.00</b> Per Column Inch	<b>4 x Rate</b>	<b>13 x Rate</b>	<b>26 x Rate</b>
	<b>\$9.00</b> Per Column Inch Save 10%	<b>\$8.00</b> Per Column Inch Save 20%	<b>\$7.00</b> Per Column Inch Save 30%

**Effective January 1, 2010**

**Any account that has been in collection does not qualify for contract rates.**

### CLASSIFIED ADVERTISING

Line ads = \$10 per week for 25 words or less, plus 20¢ for each additional word in *The Glastonbury Citizen*.

\$9 for 25 words or less plus 20¢ for each additional word in the *Rivereast News Bulletin*.

\$18 per week combination when inserted in both newspapers.

Display ads are the same rates as above and are placed by your Display Sales Representative.

### DEADLINES

The *Citizen* deadline for all advertising is Noon on Monday before publication date.

The *Bulletin* deadline for all advertising is Noon on Wednesday before publication date.

Please check with your sales rep for holiday week deadlines.

### PULLED ADS

There is a 50% fee charged on any ad pulled after 4pm on deadline day. There is a 100% fee charged on any ad pulled after deadline day.

### CHANGED ADS

Corrections (spelling etc.) to proofs may be made up until 10 a.m. on Wed. We regret we cannot change the content of the ad after 4 p.m. Monday without assessing a change fee.

### AGENCY COMMISSION

All rates are non-commissionable.

### POLITICAL ADVERTISING

Because of state & federal rules governing political advertising, all ads political in nature (including referendum ads) must be billed at the open rate. No discounts apply.

\*A new contract must be signed every 12 months to take advantage of discounts.

# Credit Card Form

## The Glastonbury Citizen Rivereast News Bulletin

Sales  
Rep. \_\_\_\_\_

P.O. Box 373, Glastonbury, CT · Office (860) 633-4691 · Fax (860) 657-3258 · [www.glcitizen.com](http://www.glcitizen.com)

### MasterCard or Visa Credit Card Information

Customer \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

3 Digit CVV/CVC Number \_\_\_\_\_

Address Credit Card Bill is Mailed to

\_\_\_\_\_  
\_\_\_\_\_

Notes

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Advertising Credit Agreement

## The Glastonbury Citizen Rivereast News Bulletin

Sales Rep. \_\_\_\_\_

P.O. Box 373, Glastonbury, CT · (860) 633-4691 · FAX (860) 657-3258 · www.glcitizen.com

BUSINESS ACCOUNT NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

BILLING ADDRESS (if different from above) \_\_\_\_\_

TYPE of BUSINESS \_\_\_\_\_ LIC. NO. \_\_\_\_\_ ESTABLISHED \_\_\_\_\_

IS COMPANY A PROPRIETORSHIP \_\_\_\_\_ PARTNERSHIP \_\_\_\_\_ CORPORATION \_\_\_\_\_

List Owners, Partners or Corporate Officers:

NAME	TITLE	SOC. SEC. #	HOME ADDRESS	PHONE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

If Corporation, Give Full Name, State of Incorporation, Address of Principal Office

\_\_\_\_\_

Individual(s) Authorized to Schedule Advertising

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

### BANK REFERENCES

Names of Accounts	Acct. No.	Branch	Address
_____	_____	_____	_____
_____	_____	_____	_____

### BUSINESS OR MEDIA REFERENCES

Name	Address	Phone
_____	_____	_____
_____	_____	_____

I, the undersigned, authorize you to release to The Glastonbury Citizen/Rivereast News Bulletin credit information pertaining to my account in your company.

Signature \_\_\_\_\_ Date \_\_\_\_\_

The undersigned agrees that all advertising placed with the Glastonbury Citizen/Rivereast News Bulletin shall be billed each calendar month by The Glastonbury Citizen/Rivereast News Bulletin for advertising space inserted during the previous calendar month in any one of these newspapers. All bills are due and payable in full by the last day of the month in which the bill is sent. The undersigned agrees that a late payment charge of 1½ percent will be added each month to the total unpaid balance at the end of the preceding month. The amount of said late charge may be subject to change upon sixty (60) days written notice to the advertiser. The undersigned also agrees that if The Glastonbury Citizen/Rivereast News Bulletin takes any action to collect any amounts not paid when due, the advertiser shall be liable for all costs of collection including reasonable attorney's fees and that for any legal purpose this document is considered signed and executed in Glastonbury, Connecticut.

( ) Owner

( ) Partners

Duly Authorized ( ) Corporation Officer \_\_\_\_\_  
Signature Title

For Corporations Only: To induce the Newspapers to extend credit to \_\_\_\_\_  
(Name of Corporation)

("Corporation"), I agree to the foregoing terms personally and I hereby guarantee payment when due of all claims of the Newspapers against the Corporation.

By \_\_\_\_\_

**Introduction**

**RIVEREAST**

**News Bulletin**

# **The Rivereast News Bulletin**

Welcome to the *Rivereast News Bulletin*, serving as the hometown newspaper for Amston, Andover, Cobalt, Colchester, Hebron, Middle Haddam, East Hampton, Marlborough, Portland and Salem for over 25 years.

With a circulation of over 28,000, the *Rivereast* is the state's seventh largest newspaper and reaches 100% of the households in its coverage area. The *Rivereast* is the newspaper residents turn to for news of what's happening in their town.

Because it is so widely read, the *Rivereast News Bulletin* is an ideal way for area businesses to connect with potential customers. Our advertisers will tell you, the *Rivereast* gets results!

We would be happy to discuss how we can help your business reach thousands of potential customers through our pages. We invite you to call one of our knowledgeable account executives to discuss exciting advertising opportunities.

We look forward to working with you!

**87 Nutmeg Lane • PO Box 373 • Glastonbury, CT 06033**

**Office (860) 633-4691 • Fax (860) 657-3258**

**[www.glcitizen.com](http://www.glcitizen.com)**

# Proofing Advertisements

A proof is shown as a courtesy to make sure the ad is ready to print. Approval may be given in person, on the phone, via fax or email. No response by publication deadline represents approval with no corrections.

Please review the ad carefully. Make sure all the information requested is in the ad and is correct. Please check phone numbers and addresses carefully. Also, check the dates, times, and prices. We regret that we are not able to change the content and layout of the ad (ie: photos and copy) after 4pm Monday. Only corrections to errors made on the content originally submitted will be made at that time. Layout changes are available at an additional cost.

*The Glastonbury Citizen* assumes no liability or financial responsibility for typographical errors in advertising, but will reprint, without charge, that part of an advertisement in which an error has occurred provided that a claim is made within 5 days of publication. However, any ad that has been proofed and approved by the advertiser will not be eligible for a credit of any kind.

*The Glastonbury Citizen* does not pay punitive damages for any ad scheduled that did not appear in the paper. Ads pulled after deadline will be billed to the advertiser's account.

Thank you,

The Staff of *The Glastonbury Citizen* & *The Rivereast News Bulletin*

# Special Sections Schedule

<b>SPECIAL SECTION</b>	<b>DATE PUBLISHED</b>
Health & Fitness	January
Spring Home & Garden	April
Graduation	June
Back To School*	August
Fall Home & Garden	October
Holiday Shopping Guide	Thanksgiving

*Dates Subject to change without notice*

*\*Subject to change depending on school starting date*

## **Groupings Throughout the Year**

Valentine's Day • Easter • Mother's Day • Father's Day  
Thanksgiving • Christmas/Holiday • New Year's Dining

## **Groupings Every Week or Seasonally**

Health • Business • For Kids Only • Entertainment • Pet Parade

# File Formats

## For ads, we can accept:

- **Acrobat (.pdf) – OUR FAVORITE with fonts embedded**
- **InDesign – up to CS2**
- **Illustrator – up to CS2**
- **PageMaker – up to 7.0**
- **Publisher**
- **Word**

• *Please send all artwork and photos in at least 300 dpi.*

• *You CANNOT pull ANY artwork of the internet and make it 300 dpi. It has to start off as a high resolution piece.*

• *Copyright laws apply to art from the internet.*

## For images, we can accept:

- **.jpg .tif .eps .png .bmp – all at 300 dpi minimum**

When sending any PageMaker, InDesign, Illustrator or Photoshop files, please make sure that any graphics or fonts in the file are sent along with it as separate files. (fonts can be made into outlines to avoid any issues). When sending any Publisher or Word files, please make sure that any needed font files are sent along with it. If not, we will try to come as close as possible when replacing the font if there is a hard copy visual supplied.

Any artwork or ad copy may be emailed to your sales representative.

Please confirm any email submissions with a telephone call.

<b>Jason Baran</b>	<b>jason@glcitizen.com</b>	<b>860-633-4691 x231</b>
<b>April Krason</b>	<b>april@glcitizen.com</b>	<b>860-633-4691 x232</b>
<b>Renée Snyder</b>	<b>rep233@glcitizen.com</b>	<b>860-633-4691 x233</b>

# Price List & Services

*The Glastonbury Citizen* and *Rivereast News Bulletin* offers a variety of services for your business. Here is a partial list of the products and services that we have to offer:

## SUBSCRIPTIONS

A subscription to *The Glastonbury Citizen* costs \$25 per year for in-state, \$28 out of state and \$22 for part-year (September – May 15) college student subscriptions. For people outside the *Rivereast News Bulletin* coverage area, a subscription is \$100 per year regardless of your location. Please call to inquire about subscriptions for members of the military or foreign subscriptions.

## CLASSIFIEDS

For classifieds running in *The Glastonbury Citizen*: \$10.00 for 25 words or less, 20¢ for each additional word;

For classifieds running in the *Rivereast News Bulletin*: \$9.00 for 25 words or less, 20¢ for each additional word;

For classifieds running in both *The Glastonbury Citizen* and the *Rivereast News Bulletin*: \$18.00 for 25 words or less, 20¢ for each additional word.

A word is anything with a space around it. (ie, phone numbers, 4-cyl, 2-door all would be considered one word each.)

## ADVERTISEMENTS IN OTHER PUBLICATIONS

We can forward an advertisement as a PDF that we have created for publication in *The Glastonbury Citizen* or *Rivereast News Bulletin* to the newspaper or publication of your choice. There is a \$5.00 processing fee to create a PDF document for emailing to another publication or business, and an additional \$1.00 fee to create a CD of your advertisement. Please call for additional pricing and options on forwarding documents in formats other than PDF.

## LAMINATING SERVICES

We can laminate just about anything to keep your precious documents safe for years to come. Please be aware that we are unable to laminate thermal paper (fax paper, ticket stubs) or ultrasound pictures. Unfortunately, we are unable to laminate anything over 17 inches wide.

8½" x 11" .....	\$2.00 each
11" x 14" .....	\$3.00 each
11" x 17" .....	\$3.50 each
17" x 22" .....	\$4.00 each
Credit Card Size Hard Laminate .....	\$2.50 each
Luggage Tags with Straps .....	\$4.00 each

## END ROLLS FOR SALE

*The Glastonbury Citizen* frequently has newspaper end rolls in a variety of sizes for use in crafts with children, wrapping items for storage or moving and much more. Please call ahead at (860) 633-4691 to ensure that we have end rolls for sale as they sell quickly and we do not have a constant supply. End rolls are sold at 50¢ per pound.

## TYPESETTING & LAYOUT SERVICES

We provide layout, typesetting and printing for virtually all of your business and personal needs. Typesetting and layout is charged at a rate of \$75 per hour. Specializing in offset printing, we offer services including layout and design of:

Advertisements • Catalogs • Flyers • Newspapers • Newsletters • Tabloids • Political Flyers

We also print Business Cards, Letterhead, Envelopes, Brochures, Pamphlets, Forms, Tickets and other printed materials. Call us today at (860) 633-4691 to see what *The Citizen* can do for you!

# Citizen Frequency Contract

**Open Rate**  
**\$11 per col. inch**

## DISPLAY ADVERTISING AGREEMENT Effective January 1, 2010

This agreement between *The Glastonbury Citizen* and \_\_\_\_\_, (advertiser), insures that for the period of 1 year from this date, \_\_\_\_\_, said advertiser will run a series of ads ranging from 9 to 52 ads that are at least 8 column inches in size. The cost per column inch will be reduced for each ad run during the first 9 week block (Level 1). The cost will continue to be reduced with each successive block of 9 ads for a maximum savings of over 30% in the end (Level 6). Multiple ads may be run at the discounted rate in the same issue of the newspaper, but only one of the ads will be applied toward the block. On the last day of each month *The Glastonbury Citizen* will bill said advertiser for advertising placed during that month. **Accounts which are 30 days overdue will not qualify for advancement to the next level of savings.** Contracts may not be extended past its expiration date. Contract not valid without Advertising Manager's signature.

Business Name \_\_\_\_\_  
 Advertiser's Name \_\_\_\_\_  
 Address \_\_\_\_\_ Town \_\_\_\_\_  
 Phone # \_\_\_\_\_ Fax # \_\_\_\_\_  
 Email \_\_\_\_\_

FOR OFFICE USE ONLY**	
Advertising Rep	_____
Advertising Manager	_____
Bookkeeper	_____

**X Advertiser's Signature** \_\_\_\_\_  
 Expiration Date \_\_\_\_\_

CC# \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Code \_\_\_\_\_

**NOTES:** \_\_\_\_\_

LEVEL 1	Date	Size	Cost	Place	RE Cost	Place	
	1	_____	_____	_____	_____	_____	_____
	2	_____	_____	_____	_____	_____	_____
	3	_____	_____	_____	_____	_____	_____
	4	_____	_____	_____	_____	_____	_____
	5	_____	_____	_____	_____	_____	_____
	6	_____	_____	_____	_____	_____	_____
	7	_____	_____	_____	_____	_____	_____
	8	_____	_____	_____	_____	_____	_____
	9	_____	_____	_____	_____	_____	_____
SR _____ BK _____			<b>\$10.00 per Column Inch*</b>				

LEVEL 2	Date	Size	Cost	Place	RE Cost	Place	
	1	_____	_____	_____	_____	_____	_____
	2	_____	_____	_____	_____	_____	_____
	3	_____	_____	_____	_____	_____	_____
	4	_____	_____	_____	_____	_____	_____
	5	_____	_____	_____	_____	_____	_____
	6	_____	_____	_____	_____	_____	_____
	7	_____	_____	_____	_____	_____	_____
	8	_____	_____	_____	_____	_____	_____
	9	_____	_____	_____	_____	_____	_____
SR _____ BK _____			<b>\$9.50 per Column Inch*</b>				

\*\*Contract levels are not valid without both areas initialed; Sales Representative and Bookkeeper.  
 Contracts will be considered pending until all signatures are obtained.



# Advertising Specifications

## DEADLINES:

<i>Deadlines for:</i>	The Glastonbury Citizen Published on <b>THURSDAYS</b>	The Rivereast News Bulletin Published on <b>FRIDAYS</b>
<b>SPACE</b>	<b>Monday noon</b>	<b>Wednesday noon</b>
<b>COPY</b>	<b>Monday 4pm</b>	<b>Wednesday noon</b>
<b>CAMERA READY</b>	<b>Tuesday 2pm</b>	<b>Wednesday 2pm</b>
<b>CORRECTIONS</b>	<b>Wednesday 10am</b>	<b>Wednesday 5pm</b>

Please check with your sales rep for camera ready deadlines & holiday week publication dates and deadlines.

Space reservation is considered a firm commitment; if a space reservation is not cancelled before the deadline, the space will be billed.

## PAGE SIZE

Both papers: Tabloid, 11"x17" overall, printed page 10½" by 15½".

Column Width	Picas	Inches
1 col. width .....	7 .....	1 3/16
2 col. width .....	15 .....	2 1/2
3 col. width .....	23 .....	3 13/16
4 col. width .....	31 .....	5 1/8
5 col. width .....	39 .....	6 1/2
6 col. width .....	47 .....	7 13/16
7 col. width .....	55 .....	9 1/8
8 col. width .....	63 .....	10 1/2

## SAMPLES:

Displayed are a couple of different ad sizes. We hope they will help you in determining the size ad you wish to run.

