



The WATERBURY Observer

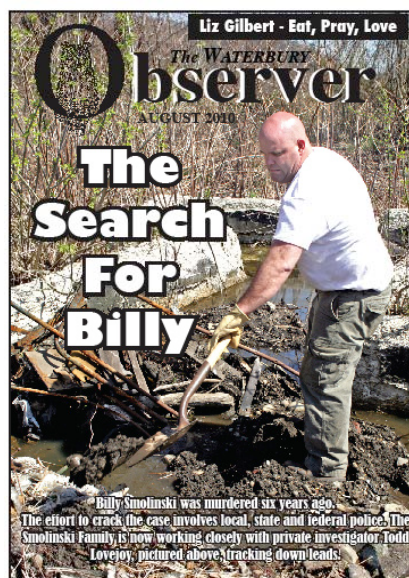
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The Waterbury Observer is an independent monthly local news magazine with a circulation of 14,000. It is a free publication distributed at over 350 locations throughout Waterbury, Watertown, Wolcott, Naugatuck, Prospect, Middlebury, Morris, Thomaston & Litchfield.

WATERBURY OBSERVER GRABS AWARDS - In the past 17 years the Observer has won numerous awards from the New England Press Association and from the Connecticut Society of Professional Journalists for feature stories, photography, columns and investigative journalism.

In 2007, Observer publisher John Murray was featured on NBC Dateline for his coverage of a controversial rape case that occurred in Waterbury in 1993. Murray's coverage helped trigger a two hour NBC special that aired in April 2007 highlighting Donna Palomba's courageous battle against sexual assault, police corruption and media insensitivity.

In addition, Murray's coverage of the bizarre disappearance of Billy Smolinski was honored as one of the top investigative stories in New England, and he was awarded top honors by the Connecticut Society of Professional Journalists for in-depth reporting and feature writing.



Advertising Rates

Our open rate is \$16 per column inch.

With frequency discounts and prepayment discounts you can *save as much as 22%*!

Full Page
Color \$895
B&W \$695
14" deep x
10" wide

Half Page
Color \$585
B&W \$385
6.9" deep x
10" wide

1/4 Page
B&W \$250
6.9" deep x
4.9" wide

1/8th Page
B&W \$165
3.3" deep x
4.9" wide

Ads may be purchased by the column inch. Each inch is \$16. For example: a 1 column by 3" ad = \$48
a 2 column by 2" ad size = \$64 ; a 3 column by 4" ad = \$192

DISCOUNTS

Frequency Discounts

3% for three months / 6% for six months / 9% for nine months / 12% for a full year

Prepayment Discounts

There is an additional 5% discount if you prepay monthly, or an additional 10% if you prepay annually.

Nonprofit Discount

There is a 15% discount for nonprofit organizations.

Ad Specifications

COLUMN MEASUREMENTS

1 column width	1 ⁷ / ₈ "	2 column width	3 ⁷ / ₈ "
3 column width	5 ⁷ / ₈ "	4 column width	7 ⁷ / ₈ "
5 column width	10"		

PLACEMENT

We will make every effort to meet placement requests but specific placement cannot be guaranteed.

DEADLINES

Reservation for advertising space must be made by the 30th of the month prior to publication.

COLOR

Spot Color is available for an additional \$100. Four Color is an additional \$200.

FAST FACTS

- The Waterbury Observer is a monthly community newspaper
- 70% of Observer readers read every issue cover to cover
- 67% of our readers are in the 18 - 49 year old age group
- 66% of Observer readers are home owners
- 55% of our readers are women and 45% are men
- 49% of our readers attended college
- We distribute 14,000 copies at over 350 locations throughout Greater Waterbury
— Results based on Annual Readers' Survey

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