

TODAY

Covering the Heart of the Farmington Valley and Beyond

AD RATES

Today Magazine

Community News That Matters Nationwide
Recording Connecticut's Underreported Upside

	1/8 Page	1/4 Page	1/2 Page	Full Page
Monthly Digital Magazine	\$50 per ad	\$80 per ad	\$140 per ad	\$250 per ad
Special Edition Print + Digital	\$TBD	\$TBD	\$TBD	\$TBD

Your Ad Published in Print Edition + Digital Edition — One Inclusive Rate

10% Discount on Special Edition Ad — with 6-Month Recurring Ad Campaign in Monthly Magazine

Phone 860-988-1910 — Email advertise@TodayPublishing.net

Print + Digital Special Edition — Full-Color Glossy — Magazine Size: 8.5" x 11"

Print Circulation in 2020 — 42,000+

Valley-Best 100% Distribution

Print Edition mailed to every residence and every business in the five core Farmington Valley towns:
Avon • Canton • Farmington • Granby • Simsbury — Connecticut • USA

Powerful Digital Presence

Digital Edition ads link to advertiser websites — and stay connected to our magazine essentially forever

Five Towns, One Aim — Exceptional Community Journalism

- **Camera-Ready Ads** — Press-quality PDF required — unless we produce your ad for a one-time fee
- **Ad Production/Design** — One-time fee — \$80 — 1/8 Page Ad or 1/4 Page Ad
— \$120 — 1/2 Page Ad or Full Page Ad
- **Premium Placement** — Special Edition: \$100 — Inside Front Cover (Page 2) • Page 3 • Back Cover
— Special Edition: \$50 — other Premium Placement pages of choice
— Monthly Digital Magazine: \$20 — Inside Front Cover (Page 2) • Page 3
— Monthly Digital Magazine: \$10 — other Premium Placement pages of choice

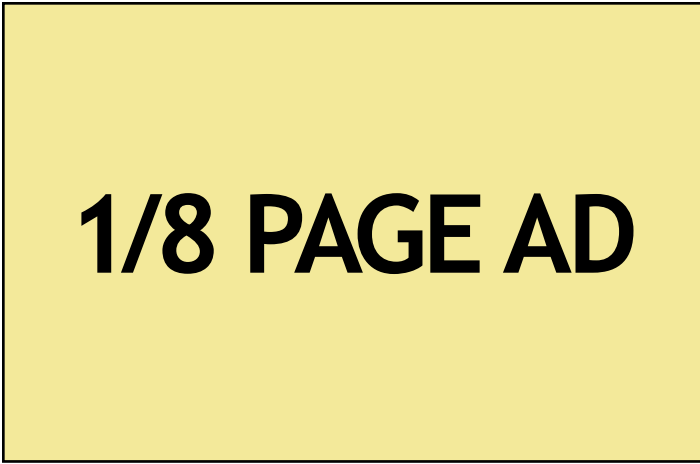
SEE ADDITIONAL PAGES BELOW FOR SAMPLE AD SIZES

TODAY Online — 50% Discount

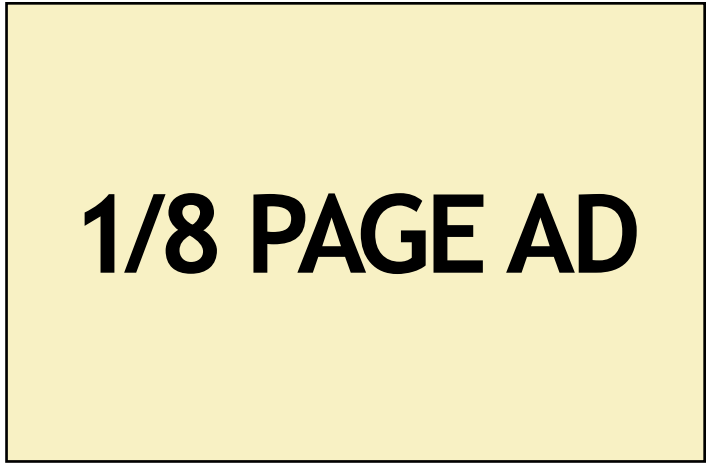
- **Discounted Rate** — just \$50 per ad with 6-Month Recurring Ad Campaign in Monthly Magazine •
Today Online is our digital news site — distinct from our Monthly Digital Magazine
A Cost-Effective Way to Expand Your Digital Reach

AD SPECS

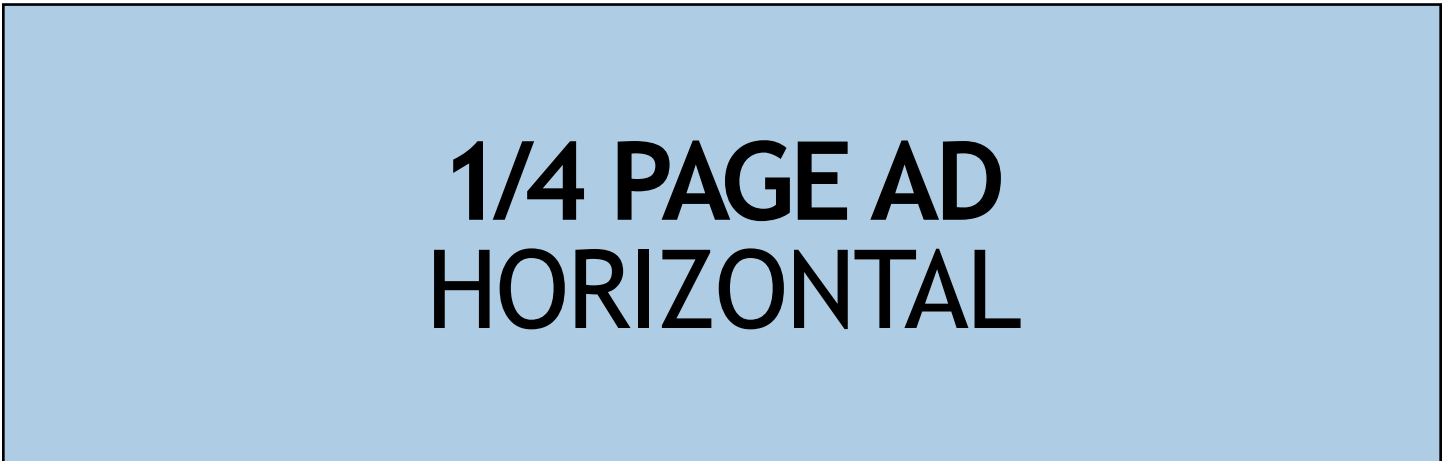
- 1/8 Page Horizontal — 3.65" wide x 2.4" high
- 1/8 Page Vertical — 2.4" wide x 3.65" high
- 1/4 Page Horizontal — 7.5" wide x 2.4" high
- 1/4 Page Vertical — 3.65" wide x 4.9" high
- 1/2 Page Horizontal — 7.5" wide x 4.9" high
- 1/2 Page Vertical — 3.65" wide x 10" high
- Full Page — 7.5" wide x 10" high — no bleed
- Full Back Cover — 7.5" wide x 9" high — no bleed
- Magazine template: 8.5" x 11" — one-half inch margins •



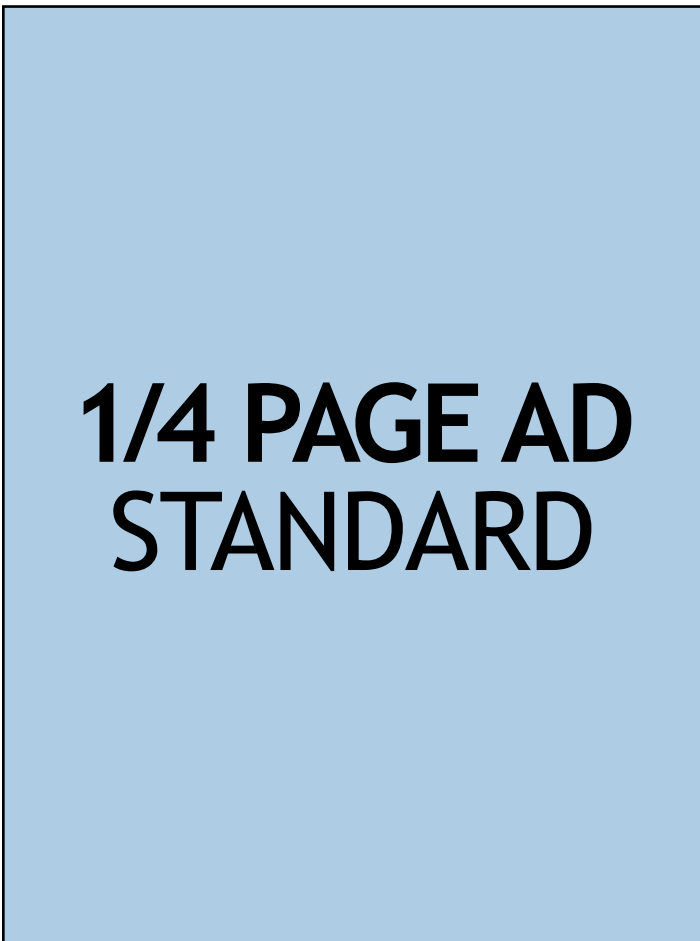
1/8 PAGE AD



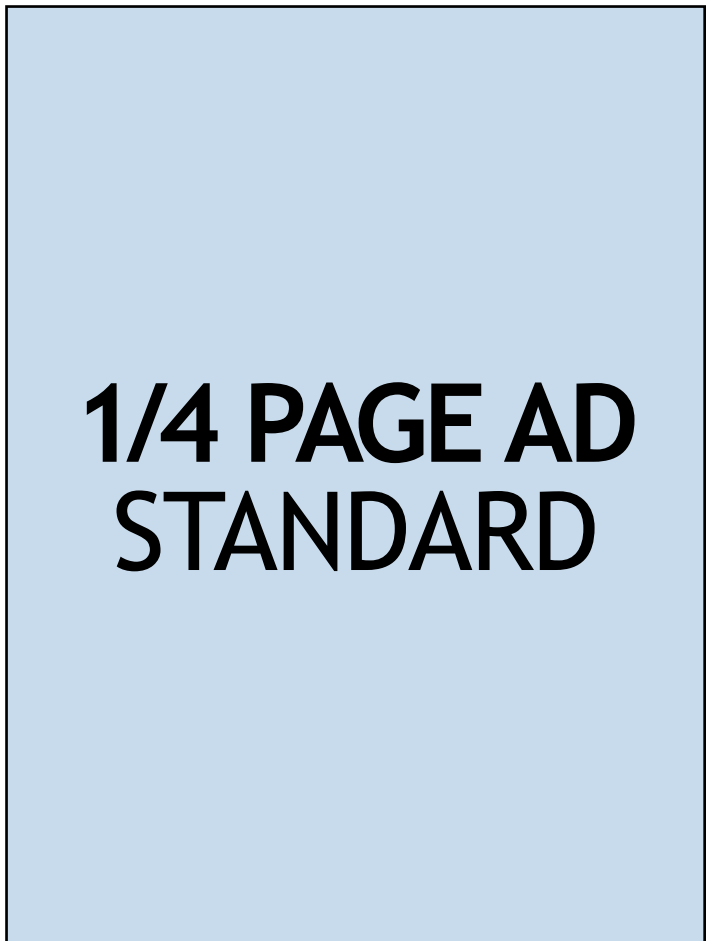
1/8 PAGE AD



**1/4 PAGE AD
HORIZONTAL**



**1/4 PAGE AD
STANDARD**



**1/4 PAGE AD
STANDARD**

**1/2 PAGE AD
STANDARD**

**1/2 PAGE AD
STANDARD**

AD SIZES

MAGAZINE SIZE – 8.5” x 11”

**1/4 PAGE AD
STANDARD**

**1/2 PAGE AD
VERTICAL**

**1/4 PAGE AD
STANDARD**

FULL PAGE AD

FULL BACK COVER AD

MAILING LABEL