

# COVERAGE

## CROMWELL, ROCKY HILL, NEWINGTON, WETHERSFIELD, MIDDLETOWN

### BASED ON THE RARE REMINDER IN PAPER SURVEY

- 96% support local business
- 90% support local restaurants
- 82% support grocers
- 53% support local hair salons
- 47% support local hardware stores
- 91% take advantage of local coupons and special offers
- 96% read on a weekly basis
- 47% have 2 or more readers per household
- 72% attend local events
- 30% are between 18yrs- 49 yrs
- 70% are 50yrs and older
- 55% attended College and Grad School
- 30% have a household income of \$75,000+
- 47% are employed

#### **CROMWELL** - Founded 1635/1636, By Thomas Hooker

Based on the most recent census:

- There are 14,005 people
- There are 5,212 household
- 52% are married couples
- 30.3% made up of individuals

The town populations consists of:

- 21.6% under the age of 18
- 5.2% from 18-24
- 31.8% from 25-44
- 25.3% from 45-64
- 16.2% are 65yrs or older
- Median Household Income is \$60,662

#### **WETHERSFIELD** - Founded 1634, 2nd oldest town in Connecticut

Based on the most recent census:

- There are 26,268 people
- There are 11,214 household
- 53.9% are married couples
- 30.2% made up of individuals

The town populations consists of:

- 20.1% under the age of 18
- 4.8% from 18-24
- 26.6% from 25-44
- 25.1% from 45-64
- 23.5% are 65yrs or older
- Median Household Income is \$53,289

#### **ROCKY HILL** - Founded 1849, originally part of Wethersfield

Based on the most recent census:

- There are 17,966 people
- There are 7,557 household
- 48.9% are married couples
- 32.5% made up of individuals

The town populations consists of:

- 19.7% under the age of 18
- 6.1% from 18-24
- 31.9% from 25-44
- 25.8% from 45-64
- 16.5% are 65yrs or older
- Median Household Income is \$60,247

#### **MIDDLETOWN\*** - Founded 1650, Original Indian name, Mattabeseck

Based on the most recent census:

- There are 43,167 people
- There are 18,554 household
- 41.3% are married couples

The town populations consists of:

- 21.7% under the age of 18
- 8.3% from 18-24
- 35.1% from 25-44
- 21.5% from 45-64
- 13.4% are 65yrs or older
- Median Household Income is \$47,162

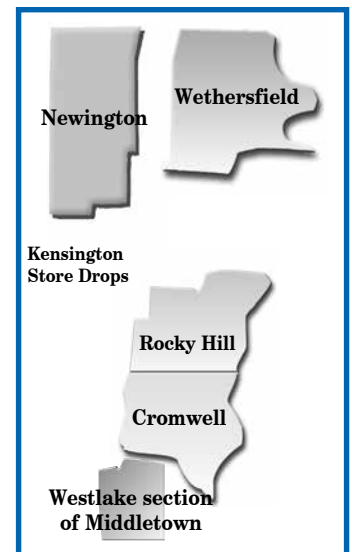
#### **NEWINGTON** - Founded 1871, originally part of Wethersfield

Based on the most recent census:

- There are 29,306 people
- There are 12,014 household
- 54.9% are married couples
- 26.8% made up of individuals

The town populations consists of:

- 20.6% under the age of 18
- 5.6% from 18-24
- 28.7% from 25-44
- 26.3% from 45-64
- 18.8% are 65yrs or older
- Median Household Income is \$57,118



\* Rare Reminder is delivered to the Westlake portion of Middletown only.



Serving the area for over 60 years.

*“Two great papers under one roof.”*

Contact us and get results with...



222 Dividend Rd.

P.O. Box 289

Rocky Hill, CT 06067

860.563.9386 / fax 860.563.4688

[www.rarereminder.com](http://www.rarereminder.com)



Cromwell and Middletown's  
Hometown Newspaper

P.O. Box 289

Rocky Hill, CT 06067

Editorial 860.257.8715 x323

fax 860.257.8591

Advertising 860.563.9386

fax 860.563.4688

*The Chronicle is published on the first of each month and **MAILED FREE** to all homes in **Cromwell** and **Middletown**.*

*The Chronicle monthly sections include: Dining, Pet, Real Estate, Seniors, Health, Home & Garden, Automotive Forum and School Section.*

The Rare Reminder is published every Thursday and **MAILED FREE** to all the homes in: **Wethersfield, Rocky Hill, Cromwell, Newington and the Westlake section of Middletown**

***EVERY HOME! EVERY WEEK!***

**The Rare Reminder weekly sections include:** Employment, Real Estate, Home Improvement, Health, Pet, Mature Living and Automotive Forum.

**Great Advertising Medium** Community papers have proven to be extremely effective advertising vehicles for both large and small advertisers. **Ideas, Products, Services** Our active readers are doing more research before they go shopping, they look for ideas, products and services in their local community paper.

# Rare Reminder Inc.

Effective January 2014

## Mechanical Information

Page Size: 6 Columns across x 16" deep  
Total inches: 96"

Minimum inch size for a display ad is 4"

1 Column .....	1 5/8"	5 Column .....	8 1/2"
2 Column .....	3 5/16"	6 Column .....	10 1/4"
3 Column .....	5"	Front page .....	10 1/4" x 13"
4 Column .....	6 3/4"		

## Display Advertising Rates

Ad Size	1 Zone	2 Zones	3 Zones
<small>column inch rate</small> <b>Up to 48"</b>	12.22	17.55	21.87
<small>column inch rate</small> <b>Over 48"</b>	10.59	15.97	20.57
<b>1/8 page ad</b>	146.69	210.55	262.42
<b>1/4 page ad</b>	293.37	421.09	524.84
<b>1/2 page ad</b>	508.45	766.34	987.86
<b>Full page</b> <small>inside</small>	836.70	1228.64	1522.44
<b>Back page</b>	1059.56	1490.23	1760.18
<b>Color</b> <small>extra four color</small>	75.00	150.00	225.00

Online Rates: \$99.00/3 months.

Reservations are required for front & back page ads.

Call us for additional rates.

Notice of cancellation for front & back pages must be received at least 4 weeks in advance, or customer will assume financial responsibility.

New accounts are subject to credit approval & prepayment. All charges are net 30 days. All advertising is subject to the approval of the publisher. The Rare Reminder accepts no financial responsibility due to typographical errors, except to reprint the incorrect portion of the advertisement.

**We Accept Major Credit Cards, Cash or Check**

### Deadline

The deadline for all advertisements in The Rare Reminder is Monday at 5:00 p.m. preceding Thursday's publication date. (No cancellations or changes in advertisements after deadline).

### Positioning

The Rare Reminder does not guarantee advertisement positioning. Front, back and specific full pages are available by prior reservation.

### Proof Requests

A proof is a visual of the ad layout before it is published. Proof requests must be submitted no later than noon the Friday prior to the publishing date.

## Classified ads

**Personal ads:** \$12.00; up to 22 words,  
20¢ each additional word.

**Commercial ads:** \$14.00; up to 22 words,  
30¢ each additional word.

*(This includes: Services, Child Care, For Rent, & ads appearing in the Help Wanted, Real Estate & Auto sections.)*

## Circulation

Mailed directly FREE to every home every week - to residences of Wethersfield, Rocky Hill, Cromwell, Newington and the Westlake section of Middletown...a total circulation of over 43,000!

## Electronic Files

**WE ARE A MAC PLATFORM COMPANY:** *(Please call for PC platform supported applications)* **Supported Media:** DVD, and CD. Files should be at least 300 dpi, at the final print size. Please include fonts not embedded in pdf files.

E-mail all files to sales@rarereminder.com - with the name of your company along with your sales representative in the subject line of the email.

## Color

Color positions include the front page, back page and six inside pages, when color is available. Ask your sales representative for further details. Color is free on the front and back page ads only.

## Volume Discounts

We use a built-in volume discount procedure. You will note that the rate per inch decreases as the ad size gets larger.

## Frequency Discounts

Advertise a 12" or larger display ad for 4 consecutive weeks and you would then be entitled to a 20% discount when ads are paid by the 20th of the following month. Cannot be combined with any other offer. Not applicable on front cover.

## Inserts

The Rare Reminder will home deliver your pre-printed brochures, tabloids, catalogs, flyers and other advertising material at considerable savings over regular or bulk mailing costs. Your insert will be delivered via the U.S. Postal Service as part of the regular edition of The Rare Reminder. Complete design, layout, and printing are available through The Rare Reminder. Call for more details on insert and commercial printing.

**Maximum insert size is 8.5" x 11"**

**Advanced payment required.**

### Insert delivery rates

• .5 oz or less: \$45.00 per 1,000 pre-printed.

### Minimum of one zip code.

• Call for rates on higher weights.

• For 2 or more zip codes, \$5.00 off per 1,000 inserts.

• Call for contract rates.

Your material must be delivered to our location no later than the Monday prior to the delivery date.

## Online Edition

RareReminder.com offers advertisers a more comprehensive media mix.

By advertising in-paper and on-line advertisers can maximize their presence in the market. Advertisers will get their message out to our loyal print audience in addition to a new on-line audience.

Postions are available on the Home, Town News, Classified and Community Events pages. Sponsorships are available on Enter to Win and Weather Update.

**860.563.9386**

**www.rarereminder.com**



# The Chronicle

## Advertising Rates

Effective January 1, 2014

### Display Advertising

Cromwell edition	Middletown edition	Full circulation/both
6" .....\$57.92	6" .....\$68.96	6" .....\$97.98
9" .....\$86.88	9" .....\$103.45	9" .....\$146.95
12" .....\$115.84	12" .....\$137.95	12" .....\$195.94
18" .....\$173.75	18" .....\$206.90	18" .....\$293.91
24" .....\$231.68	24" .....\$275.87	24" .....\$391.87
36" .....\$347.51	36" .....\$414.11	36" .....\$587.86
48" .....\$370.69	48" .....\$452.70	48" .....\$732.84
72" .....\$556.03	72" .....\$679.06	72" .....\$1099.24
96" .....\$654.16	96" .....\$792.23	96" .....\$1465.64
Back .....\$738.00	Back .....\$878.00	Back .....\$1499.00
Center ... \$1130.00	Center ... \$1349.00	Center ... \$2299.00

### Classified Advertising

Personal Ad  
 Up to 22 words.....\$8  
 ea. additional word.....20¢  
 Personal Classifieds are  
 FREE for items sold less  
 than \$600.00.  
 Commercial Ad  
 Up to 22 words.....\$10  
 ea. additional word.....30¢

### Insert Advertising

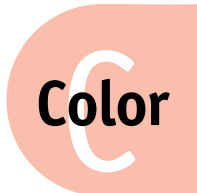
8.5"x11" MAX..... \$45/1,000  
 Full Circulation..... \$40/1,000

Front cover banner available by reservation. Color is included.



New accounts are subject to credit approval & payment. All charges are net 30 days. All advertising is subject to the approval of the publisher. The Chronicle accepts no financial responsibility due to typographical errors, except to reprint the incorrect portion of the advertisement. Notice of cancellation for back pages must be received at least 4 weeks in advance, or customer will assume financial responsibility.

Reproduction quality of furnished materials cannot be guaranteed. The Chronicle does not guarantee advertisement positioning. Back pages require prior reservation.



Full color is available on the back page and center spread for no additional charge. Spot color is available for one zone at \$110 per ad per issue and 2 zones at \$125 per ad per issue. Specific colors are available by request only.

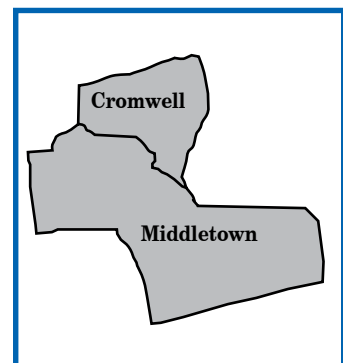
**Discounts**  
 20% if paid by 20th, with  
 yearly contract.



As a courtesy, The Chronicle will provide one proof to view and make any adjustments prior to publication. All proof requests must be submitted no later than the 20th prior to publication date.

**Deadlines for The Chronicle:**  
 Proof – 20th of the month  
 final – 1 week before publication

Mechanical Information	
Page Size: 6 Columns across x 16" deep	
Total inches: 96"	
Minimum inch size for a display ad is 6"	
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2 Column ..... 3 5/16"	6 Column ..... 10 1/4"
3 Column ..... 5"	Front page ..... 10 1/4" x 13"
4 Column ..... 6 3/4"	



### Circulation

The Chronicle is published on the first of each month and mailed FREE to all homes in Cromwell and Middletown. It has a total circulation over 18,000 homes.