

# 2024 Rate Card and Insertion Order



Highest Circulation Newspaper in Milford and Orange  
When there's better writing, there's better reading.

LOCAL RESIDENTIAL CUSTOMER



## Milford-Orange Times

www.TheOrangeTimes.com

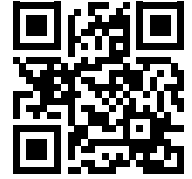
P.O. Box 584

Orange, CT, 06477

**203-799-7500**

[publisher@theorangetimes.com](mailto:publisher@theorangetimes.com)

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



### 2024 Advertising Rates

1/8 Page .....	\$149	Front Page Banner .....	\$559
3/16 Page .....	\$189	Centerfold .....	\$1,999
1/4 Page .....	\$279	Inside Front (Pg 2, 3) ..	\$1,199
1/2 Page .....	\$559	Inside Back .....	\$1,199
Full Page .....	\$1,099	Back Cover .....	\$1,299

Inserts: min. 6,000. Please call for pricing.

Customized insertions i.e. mailers, fliers, menus, public notices, etc. are available. Contact [publisher@theorangetimes.com](mailto:publisher@theorangetimes.com) for more information. Publisher reserves the right to reject/deny an advertisement. Make checks payable to: The Orange Times, LLC. See back for advertising specs and sizes.

### Insertion Request and Customer Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Run Dates: \_\_\_\_\_

Ad Source: \_\_\_\_\_

Note: The client will be billed an additional \$10 for any requested art that is not provided. The Milford-Orange Times uses [stock.adobe.com](http://stock.adobe.com) for stock imagery and clip art. Client will be provided with a proof of any ad created by The Orange Times. The client is responsible for verifying the proof is correct and providing the Milford-Orange Times with any necessary corrections or changes. The Milford-Orange Times is not responsible for any errors that were not noted prior to sending the newspaper to press. We use USPS Every Door Direct so we guarantee delivery to everyone in Orange. In the event that company listed fails to pay, the individual listed will be liable for payment.

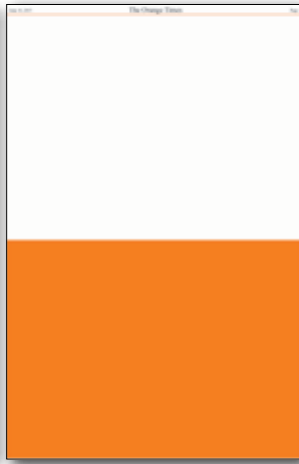
#### Deadlines:

Advertising materials must be delivered to [publisher@theorangetimes.com](mailto:publisher@theorangetimes.com) at least seven (7) days prior to publication. For more information on advertising deadlines, contact [publisher@theorangetimes.com](mailto:publisher@theorangetimes.com).

#### Cancellation Policy:

No cancellation will be accepted after the Friday prior to publication.

I, \_\_\_\_\_, fully understand the terms and conditions of this Insertion Order, and agree with its contents.



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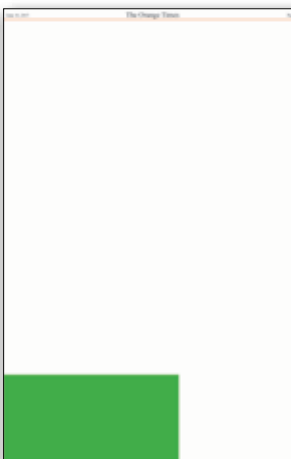
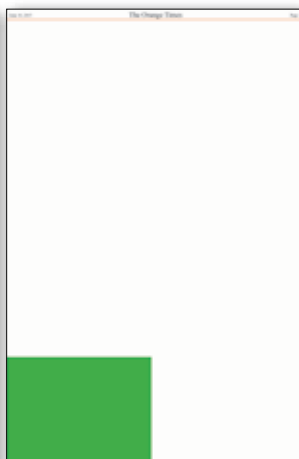
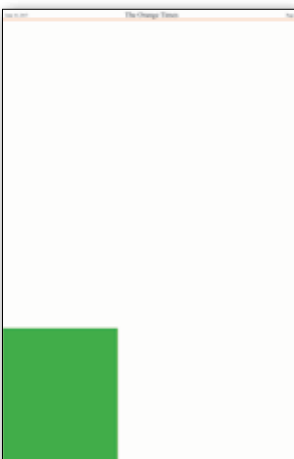
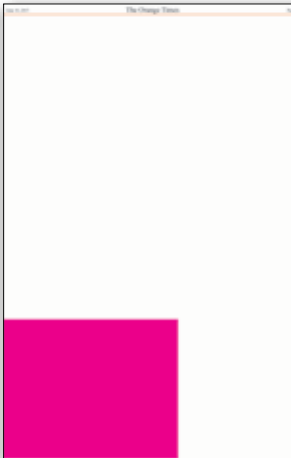
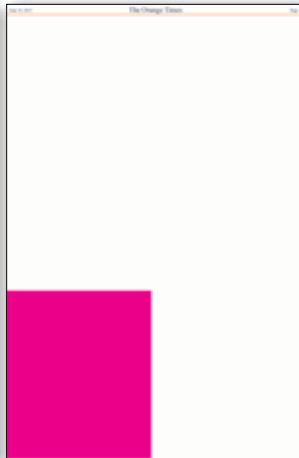
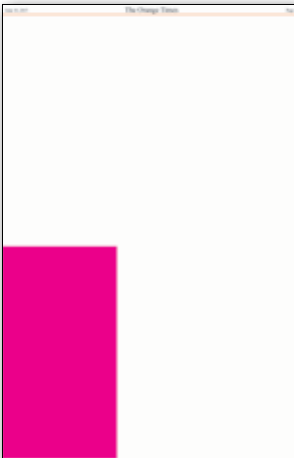
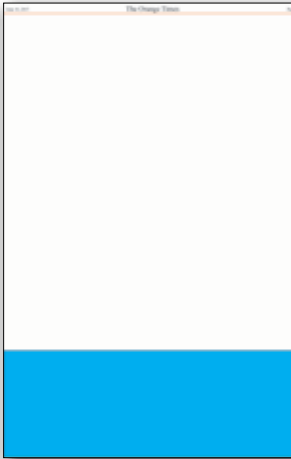
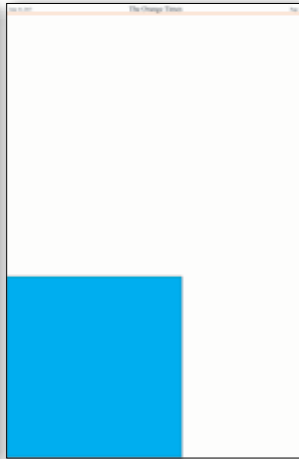
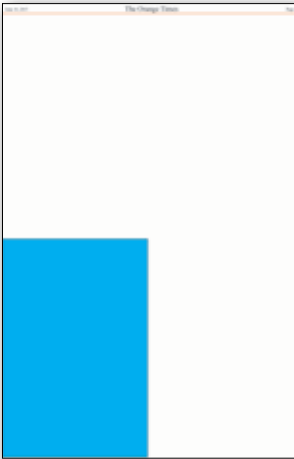
LOCAL RESIDENTIAL CUSTOMER

Printer: 202  
U.S. Postage  
PAID  
Permit #778  
Shelton, CT

# Milford-Orange Times

www.TheOrangeTimes.com

## 2024 Ad Sizing & Specs



### Size in Inches

(Width by Height)

Front Page Banner ..... 10.375 x 2

Full Page..... 10.375 x 15.5

1/2 Page V ..... 5.104 x 15.5

1/2 Page H ..... 10.375 x 7.667

1/4 Page V ..... 5.104 x 7.667

1/4 Page S ..... 6.144 x 6.353

1/4 Page H ..... 10.375 x 3.749

3/16 Page V ..... 4.036 x 7.4625

3/16 Page S ..... 5.104 x 5.908

3/16 Page H ..... 6.144 x 4.902

1/8 Page V ..... 4.036 x 4.758

1/8 Page S ..... 5.104 x 3.749

1/8 Page H ..... 6.144 x 3.115

All images must be 300 dpi and CMYK color process for best reproduction.

Milford-Orange Times can accept .pdf and .jpg file formats. All fonts must be embedded or outlined. Milford-Orange Times is not responsible for errors in color or alignment that might occur on press.

No ads will be accepted in  
Microsoft Word, Publisher or  
PowerPoint formats.

## Questions?

Call Steve Hechtman

203-799-7500

or email

[publisher@theorangelimes.com](mailto:publisher@theorangelimes.com)