

2025 Rate Card and Insertion Order

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

LOCAL RESIDENTIAL CUSTOMER

Postnet 512
U.S. Postage
PAID
Permit #778
Shelton, CT

Milford-Orange Times

www.TheOrangeTimes.com

P.O. Box 584

Orange, CT, 06477

203-799-7500

publisher@theorangetimes.com

www.TheOrangeTimes.com



2025 Advertising Rates

1/8 Page	\$179	Front Page Banner	\$559
3/16 Page	\$229	Inside Front (Pg 2, 3)..	\$1,449
1/4 Page	\$339	Inside Back	\$1,449
1/2 Page	\$679	Back Cover	\$1,549
Full Page	\$1,349		

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

Customized insertions i.e. mailers, fliers, menus, public notices, etc. are available. Contact 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 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 at least seven (7) days prior to publication. For more information on advertising deadlines, contact 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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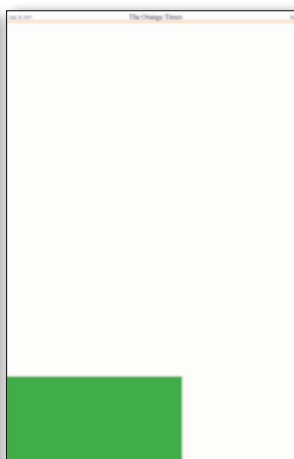
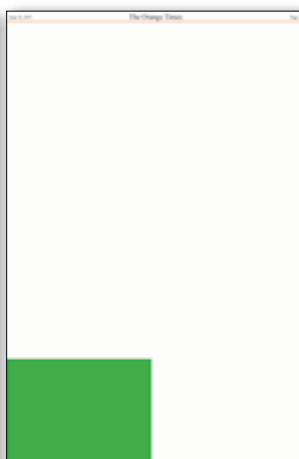
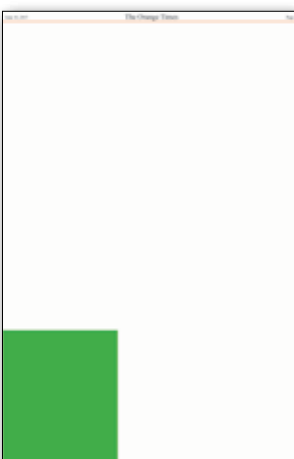
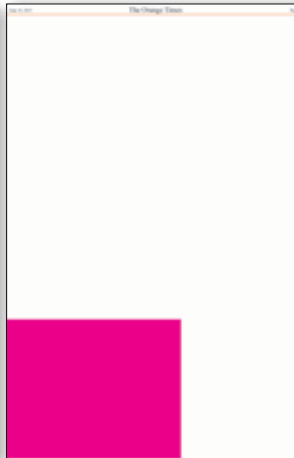
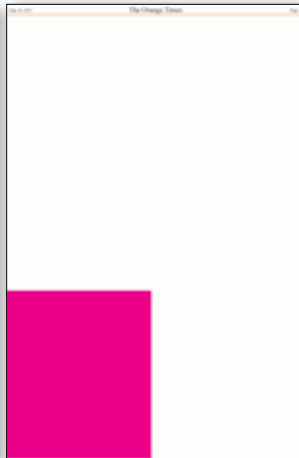
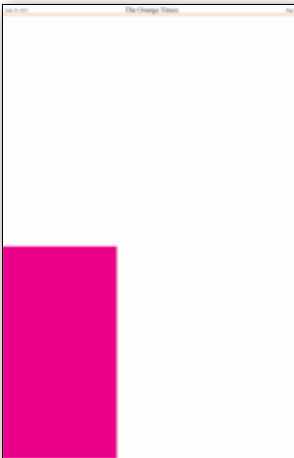
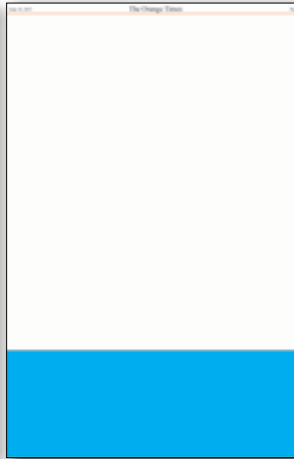
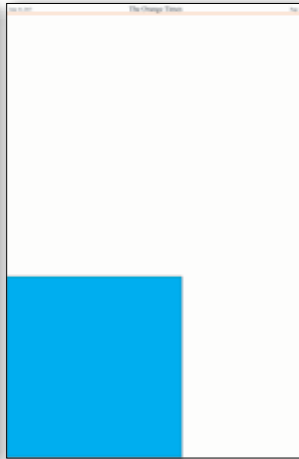
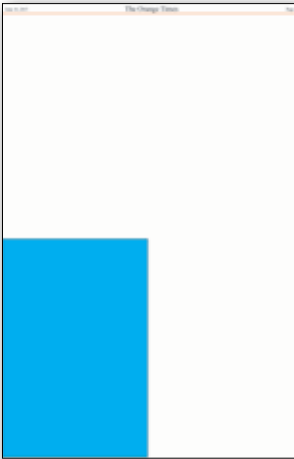
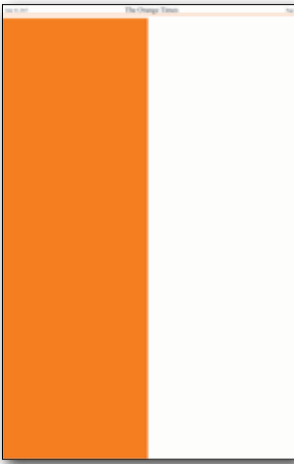
LOCAL RESIDENTIAL CUSTOMER

Postnet 2nd
U.S. Postage
PAID
Permit #729
Darien, CT

Milford-Orange Times

www.TheOrangeTimes.com

2025 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@theorangetimes.com