

SentinelHometownNews

PRINT | SOCIAL MEDIA | E-NEWSLETTER | WEBSITE | VIDEO

Greenwich  Sentinel®

New Canaan  Sentinel®

**MEDIA
KIT
2024**

Building a stronger community.

Testimonial

Building a stronger community.

Advertising in The Sentinel works.

Two weeks ago I got a call from a lovely lady who said she had seen my ads in the Greenwich Sentinel and got the feeling that we were her kind of framer.

I made a house call and ended up getting a GIGANTIC framing project.

Advertising in The Sentinel works!!!

Thanks so much!

Judy is the owner of FRAMINGS

Simply the most creative frame shop you've ever entered.

420 Main Street, Armonk, New York 10504 | 914-273-4242 | 914-714-2514 | Tuesday-Friday 10-5:30 | Saturday 10-4

As the President and CEO of The First Bank of Greenwich, I've witnessed firsthand the transformative impact the Greenwich Sentinel has on our community. If you want to attract new customers, there is no better way to do it than advertising in the Greenwich Sentinel.

Advertising with them has proven to be the most effective way to reach and attract new customers. Their local coverage resonates deeply, making it an invaluable asset for fostering community engagement and driving business growth.

Frank is President and CEO of The First Bank of Greenwich
444 E. Putnam Avenue, Cos Cob, CT 06807

To advertise: Contact Peter@SentinelHometownNews.com

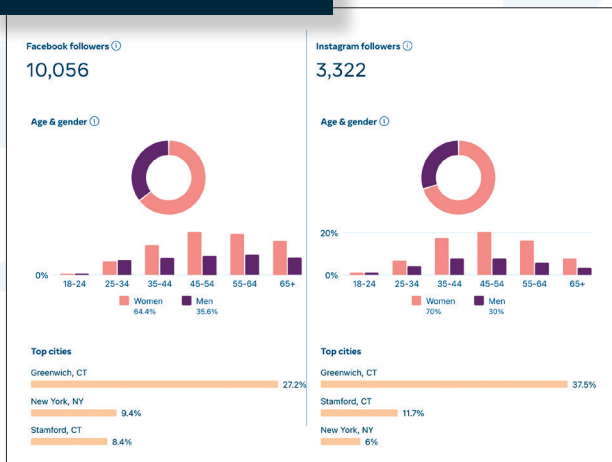
Channels

Building a stronger community.

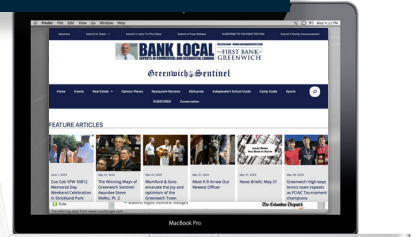
Connecting with local readers on multiple platforms.

Social Media:

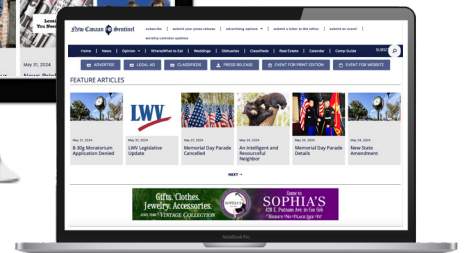
Top of the Market Place



Mobile-Optimized Website
Flipbook Edition
Subscriptions
App Integration



Websites
Reach



Print: Reaches
45,000 people in Greenwich
6,710 people in New Canaan

eBlast: Reaches
17,000 people in Greenwich
2,126 in New Canaan



Reach

Building a stronger community.

Unparalleled reach. Unmatched community trust.

GREENWICH

Population:

63,518

Average age: ~46

Median household income:

\$180,447

Median home value:

\$3,000,000

Estimated total audience net worth:

~\$25 billion

THE GREENWICH SENTINEL

~21,000

Print & digital newspapers distributed weekly

~700,000

Website Visits per month

#1 on Facebook

with more followers than any other print publication in Greenwich

• 9,987 Facebook followers with 35,000+ reach

22,000+ emails daily

• 20% reach Westchester County

NEW CANAAN

Population:

20,574

Average age: ~45

Median household income:

~\$250,001

Median home value:

~\$1,432,000

Estimated total audience net worth:

~\$23.39 billion

THE NEW CANAAN SENTINEL

~6,930

Print & digital newspapers distributed weekly

~11,000

Website Visits per month

New Canaan Sentinel est. audience net worth:

~\$7.5 billion

5,200+ emails weekly

• Targeted Local Reach

Greenwich Sentinel®

BLACK & WHITE

Ad Size	Dimensions (in inches, w x h)	Price	3x	6x	12x	24x	36x	48x
Full Page	11 x 21.75	2,000	1,900	1,800	1,700	1,600	1,500	1,400
1/2 Page: Vert	5.42 x 21.75	1,000	950	900	850	800	750	700
1/2 Page: Horz	11 x 10.5	1,000	950	900	850	800	750	700
1/3 Page: Vert	3.5 x 21.75	650	625	600	575	550	525	500
1/4 Page: Vert	5.42 x 10.5	500	475	450	425	400	375	350
1/4 Page: Horz	11 x 5	500	475	450	425	400	375	350
1/8 Page: Square	5.3125 square	250	237.50	225	212.50	200	187.5	175
1/8 Page: Vert	3.5 x 7	250	237.50	225	212.50	200	187.5	175
2-Page Spread	11 x 12.75 (x2)	1,650	1,600	1,550	1,500	1,450	1,400	1,350
POL: Full Page	11 x 21.75	1,400						
POL: 1/2 Page	11 x 10.5	700						
POL: 1/4 Page	5.42 x 10.5	350						

COLOR

Ad Size	Dimensions (in inches, w x h)	Price	3x	6x	12x	24x	36x	48x
Full Page	11 x 21.75	2,550	2,450	2,350	2,250	2,150	2,050	1,950
Front Page Display	3 x 4.5	750	725	700	675	650	625	600
Front Page Banner	11 x 1.75	750	725	700	675	650	625	600
1/2 Page 3	11 x 10.5	1,750	1,725	1,700	1,675	1,650	1,625	1,600
1/2 Page: Vert	5.42 x 21.75	1,550	1,500	1,450	1,400	1,350	1,300	1,250
1/2 Page: Horz	11 x 10.5	1,550	1,500	1,450	1,400	1,350	1,300	1,250
1/3 Page: Vert	3.5 x 21.75	1,200	1,175	1,150	1,125	1,100	1,075	1,050
1/4 Page: Vert	5.42 x 10.5	1,050	1,025	1,000	975	950	925	900
1/4 Page: Horz	11 x 5	1,050	1,025	1,000	975	950	925	900
1/8 Page: Square	5.3125 square	525	512.50	500	487.50	475	462.50	450
1/8 Page: Vert	3.5 x 7	525	512.50	500	487.50	475	462.50	450
2-Page Spread	11 x 12.75 (x2)	4,000	3,900	3,800	3,700	3,600	3,500	3,400
Inside Page 1	11 x 21.75	2,750	2,700	2,650	2,600	2,550	2,500	2,450
Back Cover	11 x 21.75	2,750	2,700	2,650	2,600	2,550	2,500	2,450
POL: Full Page	11 x 21.75	1,950						
POL: 1/2 Page	11 x 10.5	1,600						
POL: 1/4 Page	5.42 x 10.5	900						

DIGITAL

Ad Size (all are full color)	Dimensions (in pixels, w x h)	Price	Yearly
"Top 5 Things To Do in Greenwich Today" daily email Banner	300 x 250	350/week	12,740
Website ROS	300 x 250	500/month	4,200
Website Banner	125 x 800	750/month	6,300
Digital Edition Sponsorship	125 x 800	550/week	13,200
Social Media Instagram	TBD	350/each	
Social Media Facebook	TBD	350/each	
Full Page Color Digital Edition	792 x 1566	550/week	9,550

DISCOUNTS

Non-profits receive a 10% discount. Offer applies to camera-ready only.
5% discount for prepayment of multiple-week buys.

MISC

New advertisers must pay in advance of each placement.
Ad art must be Grayscale or CMYK high resolution. Most file types accepted.

ADVERTISING CONTACT

Peter Barhydt
Peter@GreenwichSentinel.com
203-252-4768

New Canaan Sentinel

BLACK & WHITE

Ad Size	Dimensions (in inches, w x h)	Price	3x	6x	12x	24x	36x	48x
Full Page	11 x 21.75	1,000	950	900	850	800	750	700
1/2 Page: Vert	5.42 x 21.75	500	475	450	425	400	375	350
1/2 Page: Horz	11 x 10.5	500	475	450	425	400	375	350
1/3 Page: Vert	3.5 x 21.75	325	312.50	300	287.50	275	262.50	250
1/4 Page: Vert	5.42 x 10.5	250	237.50	225	212.50	200	187.50	175
1/4 Page: Horz	11 x 5	250	237.50	225	212.50	200	187.50	175
1/8 Page: Square	5.3125 square	125	118.75	112.50	106.25	100	93.75	87.50
1/8 Page: Vert	3.5 x 7	125	118.75	112.50	106.25	100	93.75	87.50
2-Page Spread	11 x 12.75 (x2)	825	800	775	750	725	700	675
POL: Full Page	11 x 21.75	700						
POL: 1/2 Page	11 x 10.5	350						
POL: 1/4 Page	5.42 x 10.5	175						

COLOR

Ad Size	Dimensions (in inches, w x h)	Price	3x	6x	12x	24x	36x	48x
Full Page	11 x 21.75	1,275	1,225	1,175	1,125	1,075	1,025	975
Front Page Display	3 x 4.5	750	725	700	675	650	625	600
Front Page Banner	11 x 1.75	750	725	700	675	650	625	600
1/2 Page 3	11 x 10.5	875	862.50	850	837.50	825	812.50	800
1/2 Page: Vert	5.42 x 21.75	775	750	725	700	675	650	625
1/2 Page: Horz	11 x 10.5	775	750	725	700	675	650	625
1/3 Page: Vert	3.5 x 21.75	600	587.50	575	562.50	550	537.50	525
1/4 Page: Vert	5.42 x 10.5	525	512.50	500	487.50	475	462.50	450
1/4 Page: Horz	11 x 5	525	512.50	500	487.50	475	462.50	450
1/8 Page: Square	5.3125 square	262.50	256.25	250	243.75	237.50	231.25	225
1/8 Page: Vert	3.5 x 7	262.50	256.25	250	243.75	237.50	231.25	225
2-Page Spread	11 x 12.75 (x2)	2,000	1950	1,900	1,850	1,800	1,750	1,700
Inside Page 1	11 x 21.75	1,375	1,350	1,325	1,300	1,275	1,250	1,225
Back Cover	11 x 21.75	1,375	1,350	1,325	1,300	1,275	1,250	1,225
POL: Full Page	11 x 21.75	975						
POL: 1/2 Page	11 x 10.5	800						
POL: 1/4 Page	5.42 x 10.5	450						

DIGITAL

Ad Size (all are full color)	Dimensions (in pixels, w x h)	Price	Yearly
Website ROS	300 x 250	250/month	2,100
Website Banner	125 x 800	375/month	3,150
Digital Edition Sponsorship	125 x 800	275/week	6,600
Social Media Instagram	TBD	175/each	
Social Media Facebook	TBD	175/each	
Full Page Color Digital Edition	792 x 1566	275/week	4,775

DISCOUNTS

New Canaan Sentinel advertisers who wish to advertise in the Greenwich Sentinel receive a 25% discount off the GS rate card.

Non-profits receive a 10% discount. Offer applies to camera-ready only.

5% discount for prepayment of multiple-week buys.

MISC

New advertisers must pay in advance of each placement.

Ad art must be Grayscale or CMYK high resolution. Most file types accepted.

ADVERTISING CONTACT

Peter Barhydt

Peter@NewCanaanSentinel.com

203-252-4768

The Sentinel Special Sections

The Sentinel Special Section is an 8.5" x 11" limited-edition magazine-style insert that is produced several times a year. Each issue focuses on a particular subject. The Special Section is inserted into both the Greenwich Sentinel and the New Canaan Sentinel (print and digital editions) as well as being distributed to key public locations in both towns. It is also hosted on the Sentinel website for a year so that it is always accessible and downloadable.

THE SENTINEL SPECIAL SECTION ADVERTISING RATES 2024

We offer advertising options to suit every budget and need. All ads are 4-color process
Trim size: 8.5" x 11" /// Bleed is .125" /// Safety is .25"
Please provide camera-ready art as a hi res PDF, JPG, or TIF. Complimentary ad layout available. Discounts for multiple placements. All ads include a listing in the Special Section directory.

Back Cover: Premium position, \$2,550
BLEED: 8.5" x 11" /// NON-BLEED: 8" x 10.5"

Inside Front or Back Cover: Premium position, \$1,750
BLEED: 8.5" x 11" /// NON-BLEED: 8" x 10.5"

Full Page: \$1,500
BLEED: 8.5" x 11" /// NON-BLEED: 8" x 10.5"

Half-page: \$750
Vertical: NON-BLEED ONLY: 3.875" x 10.5"
Horizontal: NON-BLEED ONLY: 8" x 5.125"

Quarter-page: \$375
NON-BLEED ONLY: 3.875" x 5.125"

Banner Ad: \$225
NON-BLEED ONLY: 8" x 1.25"

Listing in Directory only: \$125

Editorial:
Compelling stories about your business or service appears in editorial content. Please call to discuss.



ADVERTISING CONTACT

Peter Barhydt
Peter@SentinelHometownNews.com 203-252-4768

Creative Services

Building a stronger community.

The Sentinel staffs an in-house creative team and offers complimentary creative services for paid ads upon request, including:

- Graphic design and layout
- Copywriting
- Editing
- Digital ads and banners
- Photography

Additional creative services are available to our advertisers at the rate of \$60/hour (plus applicable expenses), including:

- Ads formatted for use in other publications
- Logo design
- Banners & signage
- Social media sharables
- Copywriting
- Press releases
- Anything else you need — just ask!

CONTACT

Peter Barhydt

Peter@TheSentinelMediaGroup.com 203-252-4768

Policies

Building a stronger community.

Publisher's Policies

Advertising accepted by the Greenwich Sentinel is subject to all terms and conditions contained herein. Eligibility for retail rate is at the discretion of the publisher.

- Contract advertising and applicable contract rate is governed by the publisher. The publisher reserves the right to cancel advertising contracts.
- All display advertisements are measured and billed on the standard basis of one-half inch and full column inches.
- The word "Advertisement" to indicate paid advertising may be printed across the top advertisements that simulate newspaper material.
- The publisher reserves the right to revise or reject any advertisement.
- The publisher shall not be responsible for the omission, in whole or part, of any advertisement or for any typographical or other error.
- The publisher's liability shall be limited to the amount paid by the advertiser for the first insertion only, and in no event shall the publisher be liable for consequences.
- Connecticut referendum or election advertising must, by law, include the name and address of the person placing the advertisement. Advertisements being placed by a group must include the name of the treasurer of the group and such organizations must be registered with the appropriate town clerk. Referendum, election and political advertisements must be pre-paid.
- The newspaper cannot guarantee that an advertisement will appear on a specific page or a specific position on the page. Position requests may be granted subject to availability and at the sole discretion of the publisher.
- Service Charges – Orders must be placed before deadline. Advertisements composed for publication, but not run on the original insertion date, must be run within 30 days, or the advertiser will be billed for 50% of the cost of the space ordered.

Credit Terms

All new accounts are to be prepaid until credit has been established. Credit shall be allowed at the sole discretion of the publisher. Accounts in arrears will be refused further advertising until such time as balance has been paid. Duplicate bills and tear-sheets will be provided on request. Bills not paid when due may be charged at 1.5% per month on the unpaid balance or 18% per annum. A service fee will be charged for all returned checks. All transient, "Going Out of Business," and political advertising must be paid in advance. "Going Out of Business" advertisements must show the closing out license number in the ad.

Non-Profit Rates

All advertisements on behalf of and paid by a non-profit, charitable or religious organization and appearing without commercial signature will be given a 10% discount off the open rate. Tax exempt number must be presented on the organization's letterhead.

Frequency Discounts

Discounts are based on the number of insertions within a 12-month contract year. To qualify for billing at a frequency discount, advertisers must execute a signed contract. Otherwise, billing will be at the one-time rate. If a contract is not fulfilled for the frequency specified in the contract, they will be liable only for the amount of a short-rate, i.e. the difference between the rate at which they were billed and the rate actually earned. Advertisers can earn a higher frequency discount on additional insertions above their contract rate if they reach the next higher frequency level during their contract year.

Policies

Building a stronger community.

Rate Changes

Publisher will notify advertisers on contract at least 30 days prior to the closing date of the issue for which the rate change becomes effective. Contract advertisers are rate protected at their initial rate through the end of their contract year.

- Acceptance and approval of final proofs of advertisements by the advertiser or his agency will constitute indemnification of the publisher against any claims by the advertiser for material loss or expense resulting from errors or omissions in the copy text. Publisher is not liable for errors in key numbers or other type set by the publisher when ad material is received after closing date.
- Publisher reserves the right to refuse any advertising and will not be liable for damages if, for any reason, he fails to publish an advertisement.
- Cancellations must be received no later than the fully prepared digital ads due date; the publisher reserves the right to repeat an advertiser's previous ad or charge for the space if acceptable material is not received by this deadline.
- Publisher shall be indemnified by the advertiser or his agency against any loss or expense resulting from claims or suits based upon the contents or subject matter contained in his advertisements, including, but not limited to, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
- Publisher will not be bound by any conditions appearing on insertion order when such conditions conflict with publisher's policy.

Archiving

The Publisher will retain digitally formatted ads in its archives for twelve months, after which they will be discarded, unless the advertiser requests their return.