

# GET MORE BANG FOR YOUR ADVERTISING BUCK

## *Advertise With Us and Save \$\$*

### The Post Road Review

A monthly magazine with 12 editions per year, distributed from Mystic to Madison and points north - Gales Ferry, Lyme, Norwich, Montville and Salem. Mailed free of charge to all homes in East Lyme (Niantic & Flanders) and parts of Waterford. Over 45,000 readers estimated.



### S. E. Conn. FOCUS Summer Guide

A summer magazine acquainting locals and visitors with our many fine businesses as well as providing info on up-coming events in our area. Copies are distributed from July thru September at supermarkets, hotels, restaurants, info-centers and other places of high traffic from Mystic to Madison and points north - Gales Ferry, Lyme, Norwich, Salem, Montville and Colchester. Estimated readership 30,000

#### STANDARD AD SIZES FOR ALL OF OUR PUBLICATIONS:

1/8 PG: 3.75" W X 2.5 H



1/4 PG: 5" H X 3.75" W



1/2 PG: 7.5" W X 5" H



FULL PG: 10" H X 7.5" W



### POST ROAD REVIEW

#### Our Monthly Magazine

Advertising Rates Per Issue

1/8 PG - \$90, 1/4 PG - \$165

1/2 PG - \$300, FULL PG - \$530

(ask about combination specials)

### SUPER SAVER POST ROAD REVIEW

1/16 PG

6 Month Special  
\$180 prepaid  
or \$38 per month  
w/ 6 month  
minimum

### S. E. CT FOCUS Summer Guide

Advertising Rates Per Edition

1/8 PG - \$135, 1/4 PG - \$240

1/2 PG - \$415, FULL PG - \$695

(ask about combination specials)

## FOR NEW ADVERTISERS

### 3 Month Special

Advertising Rates Per Month

ADVERTISE IN THE POST ROAD REVIEW

FOR 3 CONSECUTIVE MONTHS AND SAVE UP TO \$225!\*

1/8 PG - \$80 - save \$30

1/4 PG - \$145 - save \$60

1/2 PG - \$270 - save \$90

FULL PG - \$490 - save \$120

PRE-PAY AND SAVE AN ADDITIONAL 10%!!!

\* as compared to regular ad price X 3 months

### 6 Month Special

Advertising Rates Per Month

ADVERTISE IN THE POST ROAD REVIEW

FOR 6 CONSECUTIVE MONTHS AND SAVE UP TO \$930!\*

1/8 PG - \$60 - save \$180

1/4 PG - \$110 - save \$330

1/2 PG - \$205 - save \$570

FULL PG - \$370 - save \$960

PRE-PAY AND SAVE AN ADDITIONAL 10%!!!

\* as compared to regular ad price X 6 months

**Call RITA CONKLIN (860)537-1260**

AD DEADLINE: The 15th of the month PRIOR to the month the ad is to run (Example: June 15th deadline for July ads)

Visit us at [www.postroadreview.com](http://www.postroadreview.com) · THE POST ROAD REVIEW, PO BOX 836, COLCHESTER, CT 06415