

# TODAY

Covering the Heart of the Farmington Valley

## AD RATES

**Today Magazine — Five Valley Towns, One Aim: Exceptional Community Journalism**  
**Ads Appear in Both the Print Edition and Digital Edition Each Month — One Inclusive Rate**

Campaign Duration	1/8 Page	1/4 Page	1/2 Page	Full Page
24 months	\$330 per ad	\$650 per ad	\$1250 per ad	\$2400 per ad
12 months	\$350 per ad	\$675 per ad	\$1300 per ad	\$2500 per ad
6 months	\$370 per ad	\$700 per ad	\$1350 per ad	\$2600 per ad
1 month	\$400 per ad	\$750 per ad	\$1450 per ad	\$2800 per ad

**Phone:** 860-988-1910 • **Email:** [advertise@TodayPublishing.net](mailto:advertise@TodayPublishing.net)

– SEE PAGES BELOW FOR SAMPLE AD SIZES –

**Print + Digital — Monthly, Full-Color Glossy — Magazine Size: 8.5" x 11"**

**Circulation: 42,000+**

Print edition mailed to 42,650 addresses — varies slightly month to month

**100% Distribution**

Print edition mailed to every every residence and business in the five core Farmington Valley towns:  
**Farmington, Avon, Canton, Simsbury and Granby (Connecticut)**

**Powerful Online Presence**

Digital edition ads and our Advertising Sponsors Directory are linked to advertiser websites

- **Ad Production** — Ad production is included at no extra cost for 6-, 12- and 24-month campaigns. For ad campaigns of 1-5 months, there is a one-time fee.
- **Camera-Ready Ads** — Required for ad campaigns of 1-5 months (press-quality PDF), unless you ask us to produce your ad for a one-time fee.
- **Premium Placement** — Add \$125 per month to guarantee Inside Front Cover, Page 3, Inside Back Cover and Back Cover (by request). For other placement guarantees, add \$75 per month.
- **Rates for Full Back Cover** — Same rate as a Full Page ad, but there is no extra fee for premium placement. Space-wise, the Full Back Cover ad is 90% of a full page ad.
- **Discounts: Nonprofit + Valley-Based Chamber** — 10% discount • promo code: SPECIAL

**AD DEADLINE** — Order by the first day of the month for the following month's issue.

Space might be available after that — contact us for details: 860-988-1910

**TODAY MAGAZINE ONLINE — Internet-Only News Vehicle — 50% DISCOUNT**

From \$50 to \$100 per ad if you're already advertising in our monthly print-and-digital magazine (50% discount)

*Today Magazine Online is a powerful way to expand your reach — details: [www.todaypublishing.net/advertise](http://www.todaypublishing.net/advertise)*

### AD SPECS

1/8 Page — 3.65" wide x 2.4" high

1/4 Page Standard — 3.65" wide x 4.9" high

1/4 Page Horizontal — 7.5" wide x 2.4" high

1/2 Page Standard — 7.5" wide x 4.9" high

1/2 Page Vertical — 3.65" wide x 10" high

Full Page — 7.5" wide x 10" high (no bleed)

Full Back Cover — 7.5" wide x 9" high (no bleed)

– Magazine size: 8.5" x 11" — one-half inch margins –

AD SIZES

MAGAZINE SIZE — 8.5" x 11"

**1/8 PAGE AD**

**1/8 PAGE AD**

**1/4 PAGE AD  
HORIZONTAL**

**1/4 PAGE AD  
STANDARD**

**1/4 PAGE AD  
STANDARD**

**1/2 PAGE AD  
STANDARD**

**1/2 PAGE AD  
STANDARD**

AD SIZES

MAGAZINE SIZE — 8.5" x 11"

**1/4 PAGE AD  
STANDARD**

**1/2 PAGE AD  
VERTICAL**

**1/4 PAGE AD  
STANDARD**

**FULL PAGE AD**

**FULL BACK COVER AD**

MAILING LABEL