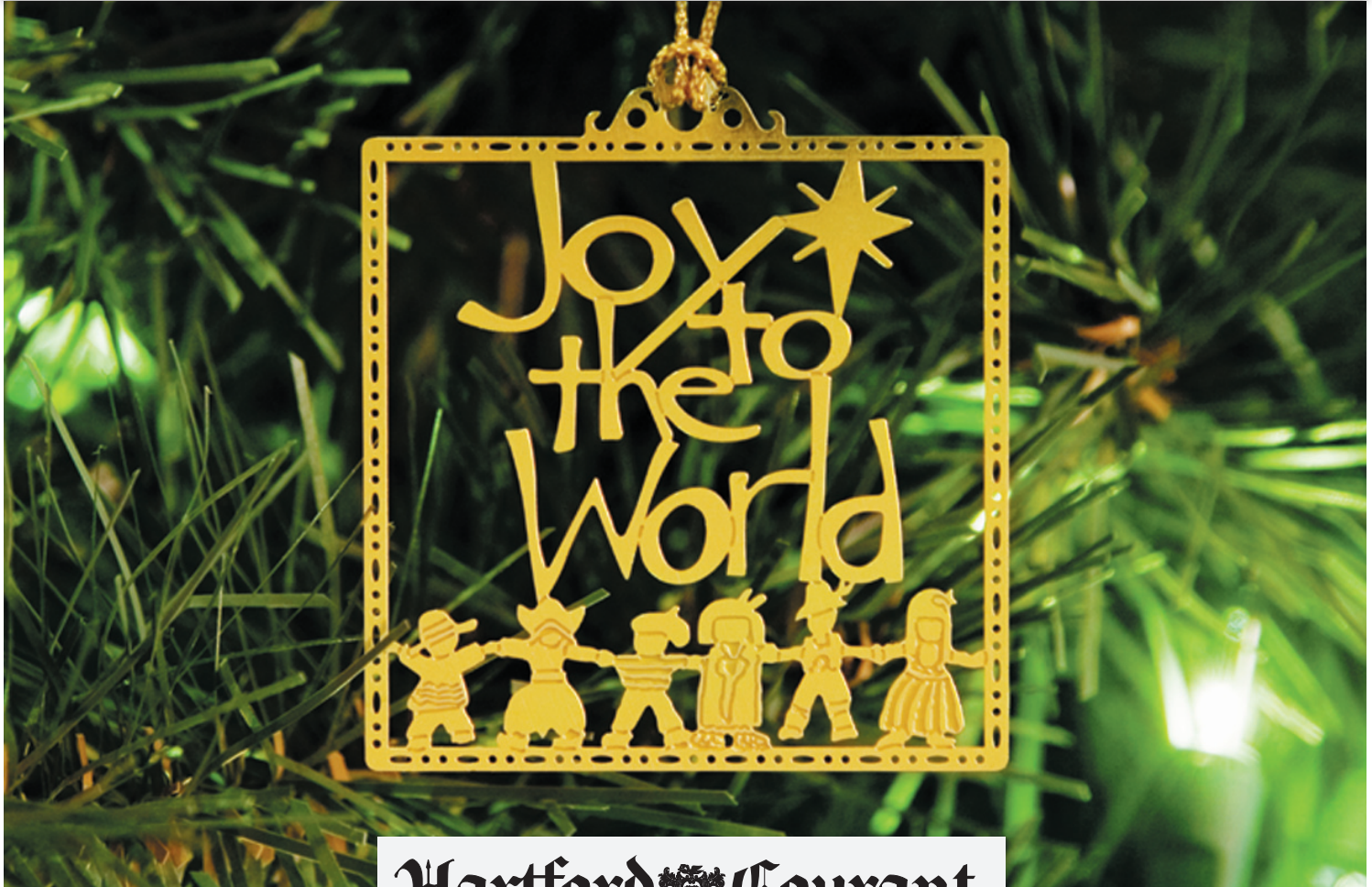


# HOLIDAY WISHES



**Hartford**  **Courant.**

Because you want to know.®

Our 4 Holiday Wishes special sections capture the spirit and tradition of the holidays.

They will be delivered during Thanksgiving and Christmas, the selling period that accounts for almost 20% of retail yearly sales.

You'll reach:

- Over 665,500 adults with our 4 Wishes special sections
- 69% of women in our metro with household incomes of \$75K+
- Women who are primary decision makers for holiday purchases

All ROP ads will be featured on [courant.com](http://courant.com).

For information or to place an ad, contact your Hartford Courant account executive or Michele Tingley at (860) 647-5401 or [mtingley@courant.com](mailto:mtingley@courant.com)

*Source: Scarborough 2008*

**Holiday Package:  
Buy 3, Get 1 Ad Free**

**Buy 3 ads in Holiday Wishes  
and receive a free ad in our 4th  
Holiday Wishes section free**

Ad must be equal to the average  
value of the paid ads.

**HOLIDAY WISHES | LIFE | AT HOME | CAL | FLAVOR | ARTS | SHOPPING | [courant.com](http://courant.com)**

# HOLIDAY WISHES

Issue	Publication Date	Ad Reservation Deadline	Ad Copy Deadline	Camera Ready Deadline
Wish I	Nov. 20	Nov. 7	Nov. 7	Nov. 11
Wish II	Dec. 4	Nov. 19	Nov. 19	Nov. 25
Wish III	Dec. 11	Nov. 26	Nov. 26	Dec. 2
Wish IV	Dec. 18	Dec. 5	Dec. 5	Dec. 8

**All Deadlines are at Noon**

**Rates:** Part run 12x • Full run \$10,000 level plus 10% online

**Ad Sizes:**

1x2.5	2x2.5	3x5.25	5x2.5
	2x3.5	3x7	5x5.25
	2x5.5	3x10.5	5x10.5
	2x7		
	2x10.5		

**YES, I will take advantage of The Courant's Buy-3-Get-1 Free Holiday Wishes promotion.**

Name of Business: \_\_\_\_\_

**Publish the following schedule of ads for me under this program:**

Day	Date	Size	Zone/ROP	Cost
Thur.	Nov. 20	__x__	_____	\$_____
Thur.	Dec. 4	__x__	_____	\$_____
Thur.	Dec. 11	__x__	_____	\$_____
Thur.	Dec. 18	__x__	_____	\$_____
Display Ad	_____	__x__	_____	<b>FREE</b>

**Free ads are equal to the average value of the paid ads.**

Authorized Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signing for the Courant: \_\_\_\_\_

**Hartford Courant.**

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