



**The Thinkering
News**

January 11

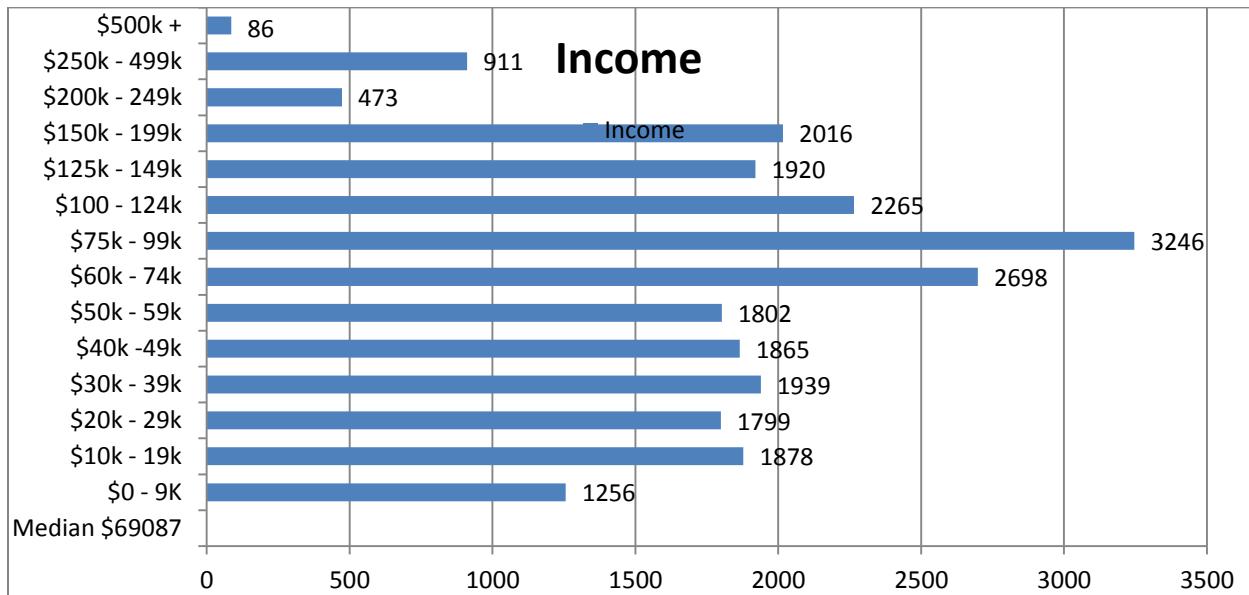
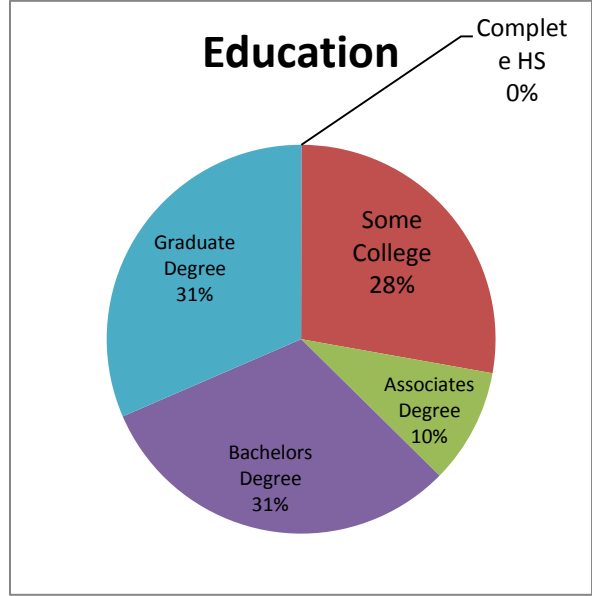
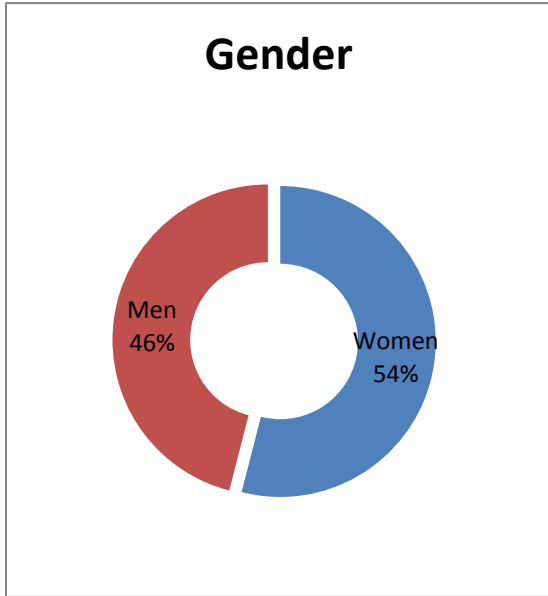
2016

The Thinkering is a Hamden News source covering every statistical category. News and information specifically for people who live, work or shop in Hamden and the Havens'.

**Covering all of
Hamden, and
surrounding
area.**

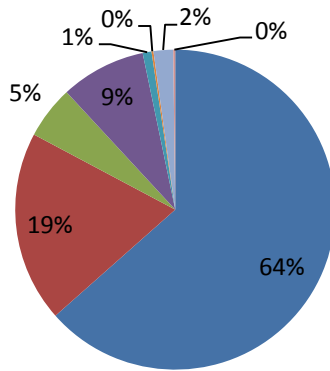
The Thinkering's Email list as of this morning is 404,855





Ethnicity

■ White(39,086) ■ African-American(11,869) ■ Asian(3,304)
■ Latino(5,327) ■ Native American(54) ■ Hawaiiin/Pacific(12)
■ Two or More Races(1,211) ■ Other(97)



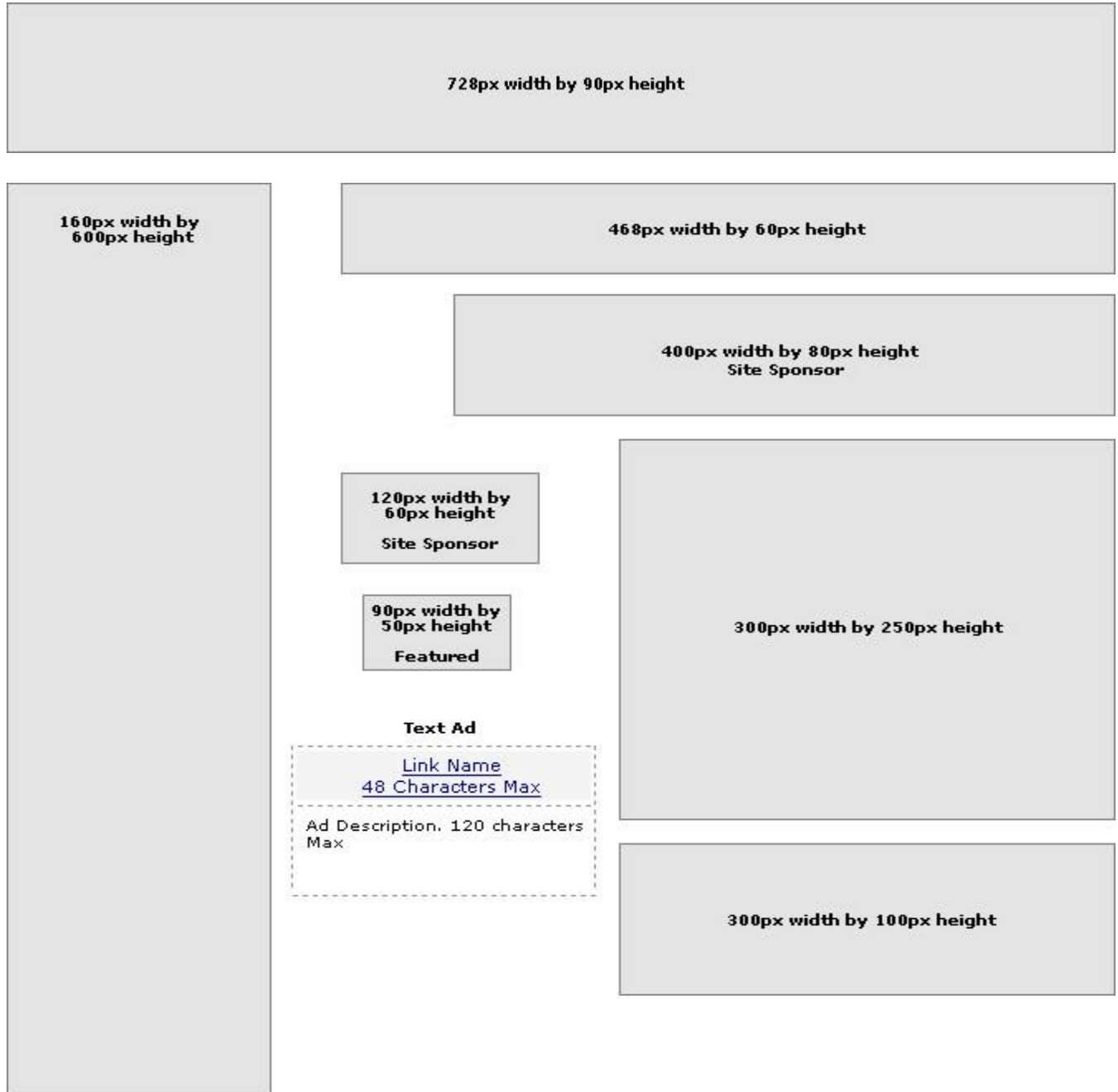
Typical Ad Positions

Click on the graphic below to view a full size page that displays the usual page locations where different size ads display. Note these are only the most used placements; any individual page may be designed with ads in different locations.

[Contact us](#) today for more information.

Banner Ad Sizes and Memory Specs:

All banner ads displayed below are actual size except for the 728x90 banner ad. You will need to scroll to view the 728x90 banner ad to view in full. Rollover each banner to view memory specifications. All banners except for the featured, text and sponsor banners can in the jpg, gif, or flash formats.



[Contact us](#) today for more information

E-mail Newsletters and Alerts Sponsorship and Advertising

The Thinkering's Opt-in E-mail Newsletters and Alerts allow you to present your message to a very responsive target audience.

Sponsorship

Sponsor an e-mail newsletter or alert and receive prominent positioning and constant recognition

Advertising

Both graphic and text ads are available on all opt-in newsletters and alerts.

Circulation

Circulation varies from list to list. Please contact a sales representative for information on specific lists.

Corporate & Group Opt-in Email Newsletters

The Thinkering can manage your corporate or group's e-mail list. Increase your reach with this quick, inexpensive and effective mass communication tool.

[Contact us](#) today for more information.

Promotions & Coupons

The Thinkering's Promotions & Coupons is the perfect place to effectively market your special offers.

- Introduce new products or services
- Run specials to fill restaurant tables on low traffic nights
- Reduce excess inventory by running clearance specials
- Increase foot traffic to your place of business

It has never been easier to offer Coupons than on the Web on The Thinkering. With a self-publishing account coupons can be added and maintained by you - in real time. This provides the great opportunity to research and discover which online offers create success for your business.

Accurate metrics are as easy as asking a customer where they heard about the special or by requiring customers to print and bring in a coupon to your place of business.

[Contact us](#) today for more information.

Contests

The Thinkering's popular Contests provide a great opportunity to increase awareness of your brand and your products or services. People enjoy winning free prizes!

By giving away a winning prize, you can:

- Gain recognition and good will in our community
- Increase exposure to your products and services
- Increase foot traffic to your place of business

Contests are usually marketed with an initial mass email to opt-in subscribers of the Contests Newsletter along with prominent site exposure. In addition, contest sponsors can reinforce their message in a post-contest email notification of the winner to all participants.

[Contact us](#) today for more information.



Marketing Opportunities and Campaigns

The path to effective Web marketing and advertising in The West Houston area begins with The Thinkering. Reflecting the nature of our vibrant and diverse community, The Thinkering is the most comprehensive information resource in the area. The Thinkering provides an unparalleled business directory and a wide variety of useful, online community and e-business Channels.

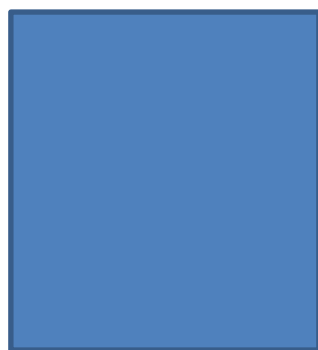
For online marketing and advertising, The Thinkering is the venue of choice in our community. At a lower cost than from traditional print and broadcast media, with performance metrics that "old media" can't provide, The Thinkering delivers the Internet advantage. Capitalize on our success by implementing a comprehensive online marketing campaign using general or targeted advertising programs along with a variety of other online marketing opportunities.

The Thinkering can create customized online marketing campaigns to meet your specific needs and successfully reach your desired audience.

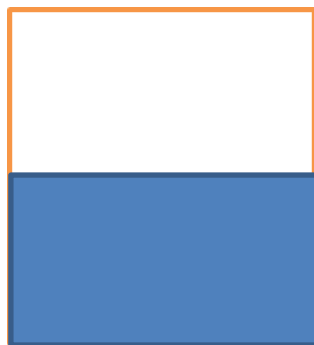


AD SIZE	1-3 ISSUES	4-7 ISSUES	7-10 ISSUES	10+ ISSUES
FULL BACK	\$2100	\$1890	\$1701	\$1530.90
FULL INSIDE BACK	\$1750	\$1575	\$1480.	\$1332
FULL INSIDE FRONT	\$1750	\$1575	\$1480	\$1332
FULL PAGE	B&W \$1110 COLOR \$1450	\$999. \$1305	\$889.01 \$1175	\$801 \$1058
HALF PAGE VERT.	\$800	\$720	\$648	\$584
HALF PAGE HORI.	\$800	\$720	\$648	\$584
¼ PAGE VERT.	\$680	\$612	\$551	\$496
¼ PAGE HORI.	\$680	\$612	\$551	\$496
1/8 PAGE VERT.	\$415	\$374	\$337	\$304
1/8 PAGE HORI.	\$415	\$374	\$337	\$304
DOUBLE TRUCK	\$3200.	\$2880	\$2592	\$2333
DISPLAY CLASSIED	\$50.	\$45	\$40.50	\$36.45
PRINTED INSERTS 8.5 X 11	\$45.50 x M	\$40.95	\$36.86	\$33.18

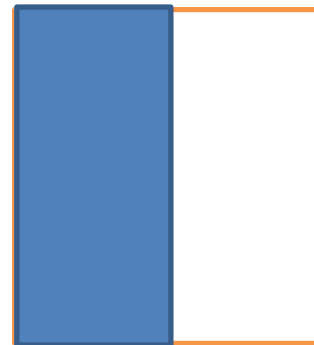
PLACEMENT AND TECHNICAL



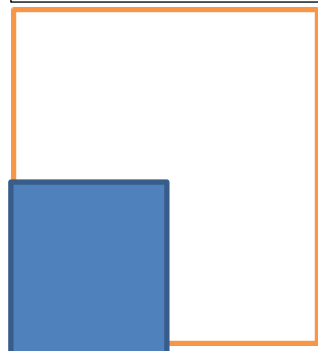
5 Col x 11 1/8 in



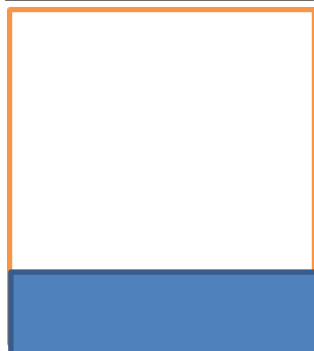
5 Col x 5.5 1/4



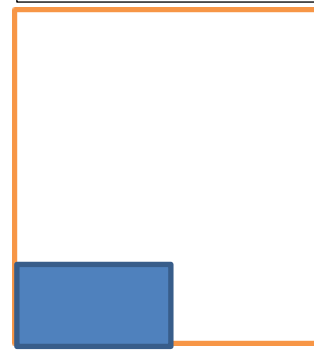
2.5 Col x 11 1/8



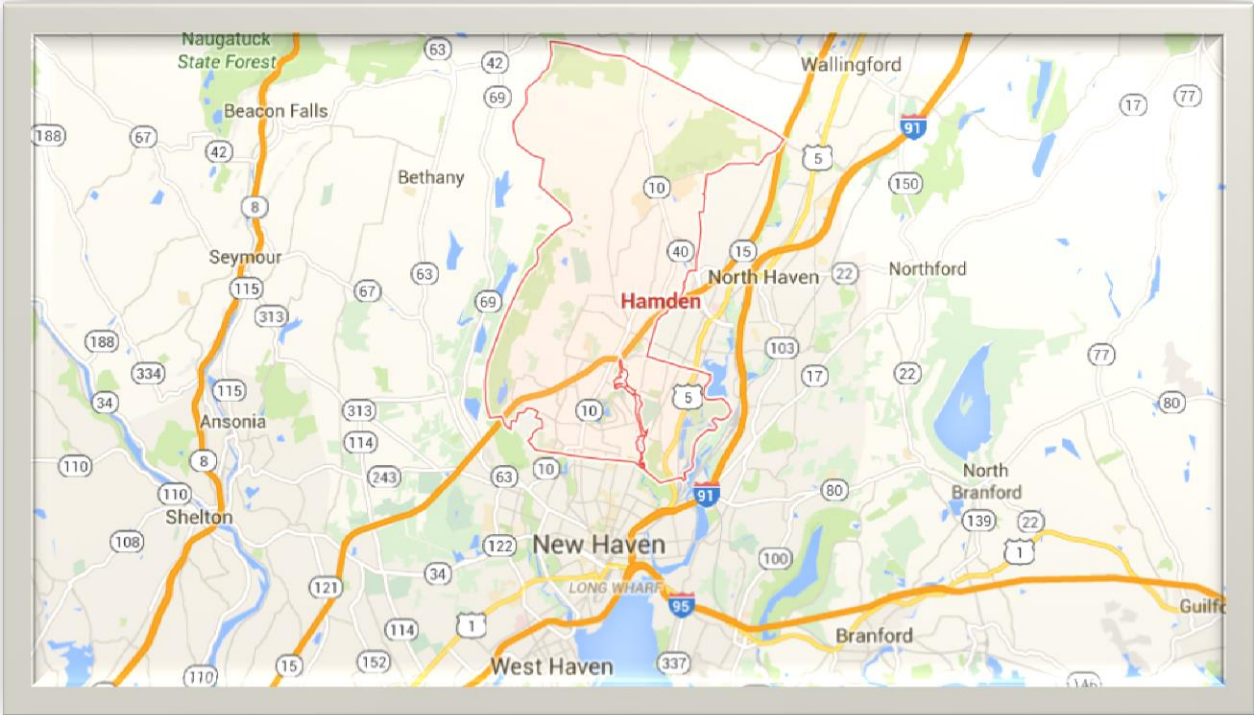
2.5 x 5.51/4



5 Col x 2.75 1/8



2.5 Col x 2.75 1/8



The Thinkering - Hamden's Official Source for News and Information.



The Thinkering is the fastest growing news source in the Tri-State area.