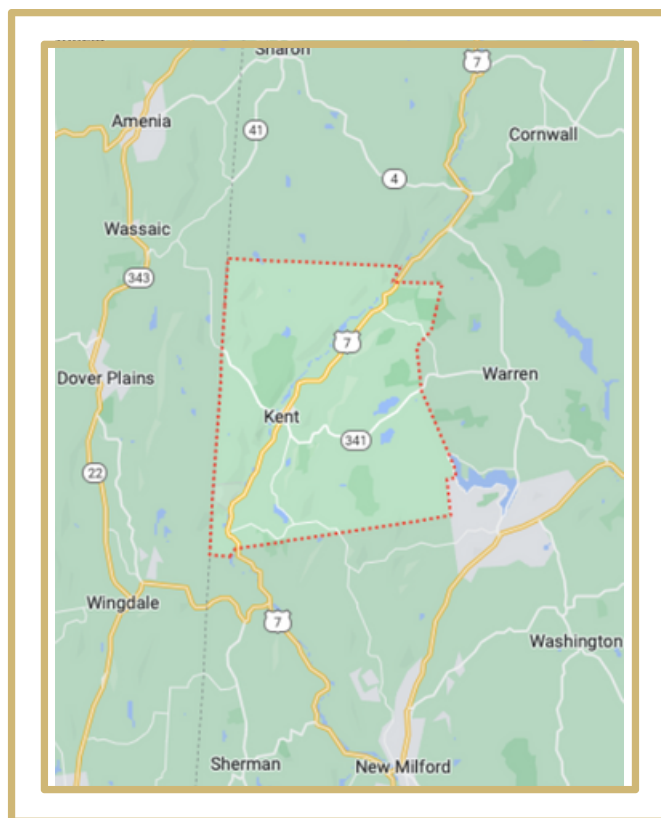


2024 Advertising

The Kent Good Times Dispatch



The Kent Good Times Dispatch is the online digital publication for Kent, Conn., news. It is published by Kent News, Inc., a non-partisan, nonprofit news and information source committed to building community and enhancing the lives of its residents, businesses and organizations by providing trusted local information and covering topics of interest to the Kent community.



RATES

Prices are based on a monthly rate. Ads will be live on the site for four weeks.

Type of Ad	Location	Ad shape	Size	Price
Banner	Header	Rectangle	820 x 100 px	\$200 / month (run weekly)
Big Box	Header	Square	300 x 300 px	\$165 / month (run weekly)
Sidebar	Sidebar*	Vertical rectangle	250 x 250 px	\$220 / month (run weekly)
Medium box	Sidebar*	Square	250 x 250 px	\$155 / month (run weekly)
Super Box	Footer	Square-plus	300 x 400 px	\$250 / month (run weekly)
Half page			Half Page	\$300 / month (run weekly)
Full page			Full Page	\$500 /month (run weekly)

Header ads

Appear before content on an article, and underneath the article title.

Sidebar ads

Appear underneath the donation button on the sidebar. Sidebar ads will appear at the end of the article, below footer ads, on mobile devices.

Footer ads

Appear at the end of the article, above the comments section.

Views & Unique Hits

In over nearly six months of publication, we have reached 19,000 unique readers, who have read almost 60,000 articles.

Ad targeting

A report of how many people clicked on an advertiser's ad, and ad targeting, are available. With ad targeting, for example, a restaurant may chose to have its ad appear in certain sections (e.g. life and entertainment section) of the publication.

Ad views

Our ad program intelligently swaps ads between articles. For example, if eight banner ads are scheduled to run, every time a viewer clicks on an article, one of the eight ads will be randomly selected to be displayed. In addition, anti-adblock code is enabled.

Deadlines

The Kent Good Times Dispatch publishes online every Thursday.

Ad ready **Tuesday at noon**
Friday at noon when the Monday before publication is a holiday

Design required **Friday at noon before Thursday publication**
Thursday at noon when the Friday before publication is a holiday

Format

The following file formats are accepted: jpg png gif webp

Materials not submitted in the proper format will not be accepted.

Payment

Advertisers will receive an invoice upon ad placement on the first of each month.

Credit card, debit and check will be accepted.

Contact Us

For more information about advertising, email advertising@kentgtd.org

Ad Sizes - Website

Banner

Top of Article 820 x 100 px (web)
\$220 / month (run weekly)

Medium Box

Top of Article 250 x 250 px (web)
\$155 / month (run weekly)

Big Box

Top of Article 300 x 300 px (web)
\$165 / month (run weekly)

Ad Sizes - Website

Super Box

Bottom of article
300 X 400 px (web)
\$220 / month (run weekly)

Sidebar

Right side of website
250 x 500 px (web)
\$220 / month (run weekly)

Advertising Policies

The publisher, Kent News, Inc., reserves the right to refuse or cancel any advertisement at any time for any reason.

No ads will be accepted after deadline. Cancellation of ads after deadline will be charged 25% of cost.

Accounts not paid within the term of invoice are considered past due and are subject to a 1.5% per month service charge.

Advertisements that simulate editorial style must carry the word “Advertisement” in at least 9 point type with the ad.

Kent News, Inc. shall not be liable for errors or omissions in, or failure to display any advertisement beyond the cost of actual space occupied. At the publisher’s discretion, a credit for future advertising will be issued ONLY up to the value of the advertisement on the first display date in which the error appeared.

Kent News, Inc. cannot guarantee ad impressions or clicks although we always strive to provide a realistic expectation of what an ad can expect to achieve. As a nonprofit online news source, we are committed to delivering credible journalism and strive to maintain high ethical standards in its advertising columns as well as its news columns. Readers are invited to inform the publisher that an advertiser has not fulfilled its promise and the publisher will investigate such complaints.

