

Lee Central California Newspapers

2009 Advertising Rate Card

Updated February 16, 2009

Directories & Frequency Programs

Directory or Adv. Program	Sentinel Daily	Sentinel Sunday	Selma/Kingsburg	LNAS Eagle	Lemoore Advance	Sentinel Sampler	CVG North	Web	Cost PCI or Flat
<i>Real Estate Dir.</i>	Thursday			X	X	X	X	X	\$36 flat-2 colx2" \$144-4 colx4" \$180-4 col.x5"
<i>Auto Directory</i>	Saturday			X	X	X	X	X	\$36 flat-4" \$70 flat-8"
<i>TOMA 12 month contract*</i>	30 days	X							\$355 flat-2" \$555 flat-4"
<i>TOMA 6 month contract*</i>	30 days	X							\$420 flat-2" \$620 flat-4"
<i>TOMA 3 month contract*</i>	30 days	X							\$470 flat-2" \$670 flat-42"
<i>Home & Garden</i>	Thur & Sat							X	\$18 pci + \$5 DAC
<i>Business Builder 8x per month</i>	8x month								\$12.50 pci + DAC Maximum 10" ad
<i>Business Builder 13x per month</i>	13x month								\$10.50 pci + DAC Maximum 10" ad
<i>KC Spotlight-Display</i>		X						X	\$16.35 pci
<i>KC Spotlight</i>		X						X	\$50.00 flat
<i>Food Page Sponsor</i>	X							X	\$405 wk-free color
<i>Health & Fitness</i>		X						X	\$21 p.c.i.-free color
<i>Heart of the Valley</i>	X							X	\$280.00-6 colx3.5"-free color
<i>Weather Page</i>	X	X							\$25.00 per day-2 colx1"-free color
<i>My Kid Scoop</i>	Tuesday								\$144.38-6 colx1.25"-free color
<i>A1</i>	X	X						X	\$343.48 daily, \$367.70 Sunday 5 colx1.5"-free color

(see flier for frequency discounts)

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WWW.HANFORDSENTINEL.COM

*Requires a signed Lee standard contract

