

Lee Central California Newspapers

2009 Advertising Rate Card

National/CO-OP

Updated February 25, 2009

	Sentinel Daily	Sentinel Sunday	Selma/ Kingsburg	LNAS Eagle	Lemoore Advance	Sentinel Sampler	CVG North
Open Rate	\$ 31.50	\$ 33.60	\$ 21.00	\$ 12.50	\$ 11.55	\$ 18.90	\$ 19.95
\$1,000	\$ 26.78	\$ 29.93	\$ 17.06	\$ 11.03	\$ 8.93	\$ 17.06	\$ 17.33
\$2,500	\$ 25.73	\$ 28.88	\$ 16.01	\$ 9.98	\$ 7.88	\$ 15.75	\$ 16.28
\$5,000	\$ 24.68	\$ 27.83	\$ 14.96	\$ 8.93	\$ 6.83	\$ 14.70	\$ 15.23
\$7,500	\$ 23.63	\$ 26.78	\$ 13.91	\$ 7.88	\$ 5.78	\$ 13.65	\$ 14.18
\$10,000	\$ 22.58	\$ 25.73	\$ 12.86	\$ 6.83	\$ 4.20	\$ 12.60	\$ 13.13
\$25,000	\$ 20.48	\$ 23.63	\$ 10.76	\$ 6.83	\$ 4.20	\$ 12.60	\$ 13.13
\$50,000	\$ 19.43	\$ 22.58	\$ 9.71	\$ 6.83	\$ 4.20	\$ 12.60	\$ 13.13

Central Valley Guide (CVG) and Sentinel Sampler are non-subscriber products delivered every Wednesday

*Rates are per column inch (PCI)

National Advertising Guidelines

Agreements are based on annual revenue commitments
 Discounts apply only for customers with signed agreements
 No discounts may be applied to Sunday advertising

Multi-Ad Publication Discounts

Discounts apply to ads which run in The Sentinel or Lee Central California Weekly newspapers within a 7 day period:

3 insertions per week	5%	7 insertions per week	20%
5 insertions per week	10%	9 insertions per week	35%

National Non-Profit Rates

Non-profit, Church, Schools, Clubs, Political
 (Must provide non-profit tax ID to qualify)

National Preprints (per thousand)

Size	Daily	Sunday	Size	Daily	Sunday
Single Sheet	\$ 42.00	\$ 44.10	8 std	\$ 63.00	\$ 65.10
2 std	\$ 50.40	\$ 52.50	10 std	\$ 65.10	\$ 67.20
4 std	\$ 57.75	\$ 59.85	12 std	\$ 68.25	\$ 70.35
6 std	\$ 60.90	\$ 63.00	Each additional 2 std. pages add \$3/M		

National Color Rates

Black + 1 color \$187.50
 Black + 2 color \$312.50
 Process Color \$375.00

All rates are gross commissionable rates.

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WWW.HANFORDSENTINEL.COM

Agency commission, if any, is offered to recognized advertising agencies that will assume financial responsibility for all advertising placed by the agency.