

Lee Central California Newspapers

2007-2008 Advertising Rate Card

National

Effective December 31, 2007

	Sentinel Daily	Sentinel Sunday	Selma/ Kingsburg	Coalinga Record	LNAS Eagle	Lemoore Advance	Las Noticias	CVG Central	CVG West	CVG North
Open Rate	\$ 31.50	\$ 33.60	\$ 21.00	\$ 10.50	\$ 12.50	\$ 11.55	\$ 18.90	\$ 18.90	\$ 8.40	\$ 19.95
\$1,000	\$ 26.78	\$ 29.93	\$ 17.06	\$ 9.45	\$ 11.03	\$ 8.93	\$ 16.80	\$ 17.06	\$ 6.30	\$ 17.33
\$2,500	\$ 25.73	\$ 28.88	\$ 16.01	\$ 8.40	\$ 9.98	\$ 7.88	\$ 15.75	\$ 15.75	\$ 5.78	\$ 16.28
\$5,000	\$ 24.68	\$ 27.83	\$ 14.96	\$ 7.35	\$ 8.93	\$ 6.83	\$ 14.70	\$ 14.70	\$ 5.25	\$ 15.23
\$7,500	\$ 23.63	\$ 26.78	\$ 13.91	\$ 6.30	\$ 7.88	\$ 5.78	\$ 13.65	\$ 13.65	\$ 4.73	\$ 14.18
\$10,000	\$ 22.58	\$ 25.73	\$ 12.86	\$ 5.25	\$ 6.83	\$ 4.20	\$ 12.60	\$ 12.60	\$ 4.20	\$ 13.13
\$25,000	\$ 20.48	\$ 23.63	\$ 10.76	\$ 5.25	\$ 6.83	\$ 4.20	\$ 12.60	\$ 12.60	\$ 4.20	\$ 13.13
\$50,000	\$ 19.43	\$ 22.58	\$ 9.71	\$ 5.25	\$ 6.83	\$ 4.20	\$ 12.60	\$ 12.60	\$ 4.20	\$ 13.13

Central Valley Guide (CVG) 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

P.O. Box 9 Hanford, CA 93232
 Hanford 559.582.0471 Selma 559.896.1976 Coalinga 559.935.2906

WWW.HANFORDSENTINEL.COM

