

# Lee Central California Newspapers

## 2009 Advertising Rate Card

# Preprints

Updated January 6, 2009

Standard Pages	Tab Pages	Sentinel Daily	Sentinel Sunday	Selma/Kingsburg	LNAS Eagle	Lemoore Advance	Sentinel Sampler	CVG North
Single Sheet	Single Sheet	\$ 34.50	\$ 36.50	\$ 45.50	\$ 45.50	\$ 35.50	\$ 35.50	\$ 45.50
2 Pages	4 Tab Pages	\$ 44.50	\$ 46.50	\$ 55.50	\$ 55.50	\$ 43.50	\$ 43.50	\$ 55.50
4 Pages	8 Tab Pages	\$ 50.50	\$ 52.50	\$ 61.50	\$ 61.50	\$ 49.50	\$ 49.50	\$ 61.50
6 Pages	12 Tab Pages	\$ 53.50	\$ 54.50	\$ 67.50	\$ 67.50	\$ 52.50	\$ 52.50	\$ 67.50
8 Pages	16 Tab Pages	\$ 54.50	\$ 57.50	\$ 71.50	\$ 71.50	\$ 53.50	\$ 53.50	\$ 71.50
10 Pages	20 Tab Pages	\$ 56.50	\$ 58.50	\$ 75.50	\$ 75.50	\$ 55.50	\$ 55.50	\$ 75.50
12 Pages	24 Tab Pages	\$ 58.50	\$ 61.50	\$ 79.50	\$ 79.50	\$ 57.50	\$ 57.50	\$ 79.50
14 Pages	28 Tab Pages	\$ 60.50	\$ 63.50	\$ 84.50	\$ 84.50	\$ 59.50	\$ 59.50	\$ 84.50
16 Pages	32 Tab Pages	\$ 62.50	\$ 65.50	\$ 86.50	\$ 86.50	\$ 61.50	\$ 61.50	\$ 86.50
18 Pages	36 Tab Pages	\$ 64.50	\$ 68.50	\$ 88.50	\$ 88.50	\$ 64.50	\$ 64.50	\$ 88.50
20 Pages	40 Tab Pages	\$ 68.50	\$ 71.50	\$ 90.50	\$ 90.50	\$ 67.50	\$ 67.50	\$ 90.50

Add \$2.00 for each additional 2 standard pages (4 tab pages)

All rates are cost per thousand (CPM)

## Preprint Guidelines

Agreements are based on annual commitments

Discounts apply only for customers with signed agreements

Minimum 4,000 inserts for zoning in the Sentinel - add \$2 per thousand

No zoning allowed in Central Valley Guide North or Sentinel Sampler

No zoning allowed in Central Valley Weeklies

Central Valley Guide North and Sentinel Sampler are non-subscriber products delivered every Wednesday.

## Frequency Agreement Discounts

13 inserts per year	5% discount
26 inserts per year	7% discount
48 inserts per year	10% discount
96 inserts per year	15% discount

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