

Advertising Rates

OPEN RATE - \$5.50 per col. inch

effective January 1, 2010

EARNED RATE

Rate	Local	Nat.
under 10 col. in.	5.50	6.47
10-37 col. in.	5.25	6.18
38-75 col. in.	5.00	5.88
76-112 col. in.	4.75	5.59
113-150 col. in.	4.50	5.29
151-225 col. in.	4.25	5.00
226-375 col. in.	4.00	4.70
376-488 col. in.	3.75	4.41

National Rate - Commissionable
Rate based on 15% Commission
20% - Multiply Local Rate X 1.25
25% - Multiply Local Rate X 1.33

NO CHANGE RATE

First Run - based on open rate	\$5.50
Each Additional Run *	
with no changes to ad copy	\$4.00
(Minimum of 2 Col. Inches)	

SERVICE OFFERED SECTION

First Month 1 x 2 AD	\$25.00
Based on (4) four issues	
Additional Months	\$19.75
First Month 1 x 3 AD	\$36.00
Based on (4) four issues	
Additional Months	\$28.00

ORGANIZATIONS

Churches, Charity, Non-profit	\$4.00
-------------------------------	--------

CLASSIFIED ADS

Classified Ad - up to 20 words	\$4.00
Each additional time	\$2.00

20-30 words 20 cents/word, after 30 words - 10cents/word

PERSONAL NOTES

Personal Notes - no word limit	\$15.00
--------------------------------	---------

NO CHANGE RATE SCHEDULE

Col. Inches	1st Rate		2nd Rate
1"	6.00		7.70
2"	11.00	30% Off	7.70
3"	16.50		11.55
4"	22.00		15.40
5"	27.50		19.25
6"	33.00		23.10
7"	38.50		26.95
8"	44.00		30.80
9"	49.50		34.65
10"	55.00		38.50
11"	60.50		42.35
12"	66.00		46.20
13"	71.50		50.05
14"	77.00		53.90
15"	82.50		57.75
16"	88.00		61.60
17"	93.50		65.45
18"	99.00		69.30
1/4 Page	157.50		110.25
1/2 Page	283.50		198.45
Full Page	500.00		350.00

COLOR RATE SCHEDULE

Full Color back page	200.00	140.00
Full Color any other page	250.00	175.00
Spot Color - one color	80.00	
Spot Color - two colors	155.00	
Charges in addition to B/W Display Cost		

Insert

8 1/2 x 11	\$100
11 x 17 Folded	\$117
4 page Tab	\$117
4 page Standard	\$128
8 page Tab	\$128
6 page Standard	\$155
12 page Tab	\$155
16 page Tab	\$183
8 page Standard	\$183

Commissionable Insert Rates

15% - Multiply Insert Rate X 1.176
20% - Multiply Insert Rate X 1.25
25% - Multiply Insert Rate X 1.33

Full Insertion Quantities - 1350 copies
Incounty (Cherokee County) - 1000 copies
Maximum Quarter Fold Insert Size - 6" x 11"

CIRCULATION

By subscription and news stand sales1350

PUBLICATION STANDARDS

Printed by offset process
Standard Page - 6 columns
Depth of full page - 21"
Depth of full page ad - 21.5"
126 column inches

PASS column sizes

One column - 1.833"
Two columns - 3.7893"
Three columns - 5.75"
Four columns - 7.708"
Five columns - 9.667"
Six columns - 11.625"

DEADLINES

Advertising copy, camera ready ads, or inserts
Display Advertising - Noon Monday
Classifieds - 10:00 A.M. Tuesday

COMMERCIAL PRINTING

We can provide design and layout services, photographic services, composition and complete printing capabilities- from single color to four color process. We specialize in creative printing!

When you advertise in our newspaper- you're reaching future customers WHO WANT TO READ The Galena-Sentinel Times!

GALENA SENTINEL-TIMES

Serving Galena since 1880

511 Main Galena, KS.

Phone: 620-783-5034

Fax: 620-783-1388

Email Address: gstimes@kans.com

Web: <http://www.sentineltimes.com>