

THE ROCHESTER SENTINEL.

Fulton County's only daily newspaper.
118 E. Eighth St., P.O. Box 260, Rochester, IN 46975

Voice of the People Since 1858.
www.rochsent.com

Advertising Rates

January 1, 2018

Display advertising earned rates

Advertisers who meet the following conditions are eligible for earned rates:
Must publish at least 16 column inches every three months; must keep account current.

Total column inches per month

1033 or more	\$4.36
775-1032	\$4.80
517-774	\$5.15
388-516	\$5.50
259-387	\$5.86
130-258	\$6.22
65-129	\$6.66
30-64	\$6.98
16-29	\$7.32

ADDED VALUE

All display and classified display advertising published in The Sentinel's print edition is posted on our website and included in our e-edition at no additional charge.

Rates per column inch. All rates are net. Contract advertisers only. Earned rates are projections for the coming month, based upon the expected number of column inches to be published. Rates are calculated by paid column inches.

Display advertising rates

Net rates per column inch.

Open display rate	\$7.82
Classified display	\$7.53
Auctions	\$6.66
Non-profit, church, school groups	\$6.66
Political (prepaid)	\$7.82
National ROP rate (gross)	\$10.38
National classified display rate (gross)	\$10.06

Electronic edition

The Sentinel's electronic edition is accessed by subscribers only, through our website, www.rochsent.com or by downloading our app. Our daily newspaper can be read in its entirety online as it appears in print. All display and classified display and line advertising is included in our e-edition, providing more complete market coverage.

Classified advertising

Classified display: \$7.53 pci for 1-3 insertions; \$7.12 pci for 4-6 insertions; \$6.66 pci for 7-11 insertions; \$6.06 pci for 12-24 insertions; \$5.50 pci for 25 or more insertions. Rates determined on per order basis. Classified display inches do not count toward earned rate.

Business liner ad rates: Net, per edition of The Sentinel: One edition, 48¢ a word; 2-5 editions, 33¢ a word; 6-11 editions, 28¢ a word; 12-17 editions, 25¢ a word; 18-24 editions, 23¢ a word; contract rate for 25+ editions, 18¢ a word.

Website: All classified liner ads published in The Sentinel are posted on our website at a rate of 10 percent of the rate charged for the print edition.

Classified policies: Minimum charge of 10 words per ad. All words and symbols, other than the normal punctuation, are chargeable. Borders around classified line ads are charged an additional 20 percent of total word charge. A word in blackface or capitals within regular ad will be counted as two words.

Individual lines or spaces within regular ad will be counted as one word. Graphics/photo: 50¢ per graphic/photo per day. Ads with blind box numbers will be charged a service fee of \$6 for phone contact or \$9 for mailed replies.

Realtor and auto column rates: Reserved daily classified space for realtor and auto listings is offered at a greatly reduced per column inch charge: full column per month: \$557.29; half column per month: \$327.48.

Preprinted insert rates

Rates are net.

Sentinel: 3,700

	Per 1,000	Total Cost
Flyer/card	\$48	\$177.60
4 page tabloid	\$54	\$199.80
8 page tabloid	\$57	\$210.90
12 page tabloid	\$60	\$222.00
16 page tabloid	\$63	\$233.10
20 page tabloid	\$66	\$244.20
24 page tabloid	\$69	\$255.30
28 page tabloid	\$72	\$266.40
32 page tabloid	\$75	\$277.50

Composition and printing services available.

Frequency discount: 3% to those who place

more than 26 inserts per year or qualify for earned rates. Full run only.

All inserts should be half or quarter-folded to a size not to exceed 11.5"x11.5".

Minimum accepted size: 4"x6". Inserts must be shipped prepaid and should arrive at least five business days in advance of the insertion date.

Ship inserts to: The Rochester Sentinel, c/o The Pharos Tribune, 3175 Billiard Dr., Logansport, IN 46947. Deliveries accepted at The Pharos Tribune Monday through Friday, 8:30 a.m. to 4:30 p.m., at side entrance to building. Packing instructions for inserts: skids preferred; quantity of turns: 100; maximum 4 feet high.

Other rates

Website advertising rates: The Sentinel's website accepts online banner, rectangle and leaderboard advertising. Visit www.rochsent.com to see what is offered. Call our advertising department for up-to-date rates.

Church page sponsorship: \$8.99 a week

TV section: Front page, back page and inside advertising available. Call the advertising department for up-to-date rates.

Business card directory: Published every Tuesday in The Sentinel. \$25.99 a week or \$20.99 a week (13-week commitment).

Photographs: Photos produced by advertising representatives, no charge.

Repeat rates: An ad appearing in any weekday's issue can be repeated the following Friday or Saturday for 50 percent off applicable rate. An ad first appearing in Friday or Saturday's issue may be repeated any day the following week for 50 percent off the applicable rate.

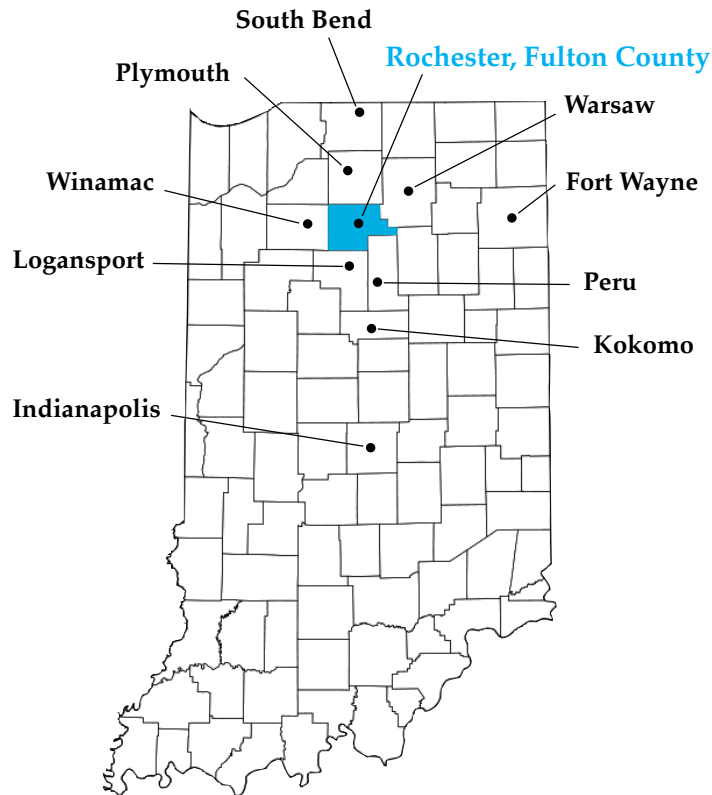
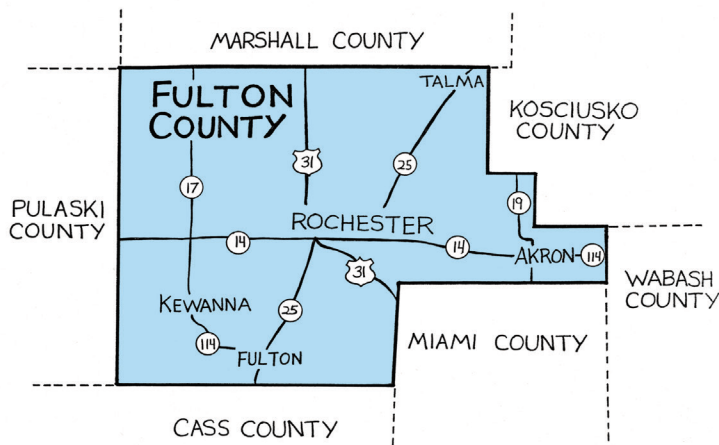
Color: The sale of color is conditional based upon press capacity. Position of color ads is determined by mechanical limitations. \$110 process color.

Please see other side for distribution areas, circulation, ad copy deadlines, regulations, special services and features, mechanical specifications and staff members.

Fulton County

Located in beautiful north central Indiana.

– Sentinel coverage area –



Circulation

The Sentinel is published mornings Monday through Saturday. No publication Sunday and 10 federal holidays. Total paid and requested circulation, 3,700. Same-day delivery in our local market via U.S. Postal Service. Single-copy sales are available at 29 locations. Our electronic edition is available through www.rochsent.com or by downloading our app.

Ad copy deadlines

Display ad deadlines: Monday's Sentinel: 1 p.m. Thursday; Tuesday's Sentinel: 1 p.m. Friday; Wednesday's Sentinel: 1 p.m. Monday; Thursday's Sentinel: 1 p.m. Tuesday; Friday's Sentinel: 1 p.m. Wednesday; Saturday's Sentinel: 1 p.m. Thursday; TV Guide: 1 p.m. Tuesday.
Classified ad deadlines: Monday's Sentinel: 2:30 p.m. Friday; Tuesday's Sentinel: 2:30 p.m. Monday; Wednesday's Sentinel: 2:30 p.m. Tuesday; Thursday's Sentinel: 2:30 p.m. Wednesday; Friday's Sentinel: 2:30 p.m. Thursday; Saturday's Sentinel: 11:30 a.m. Friday.

Advertising regulations

1. Error in ad must be reported immediately after first publication. No payment allowance will be made after that time.
2. All advertising is payable in advance until credit is approved by The Rochester Sentinel. Advertising statements are mailed the first of every month. Full payment is due in The Sentinel office 10 days after receipt of statement. A finance charge of 1 1/2 percent per month will be added to any unpaid balance over 30 days, with an annual percentage of 18 percent.
3. Advertisements canceled after deadline will be charged \$2 per column inch for space reserved.
4. 10 percent late fee will be assessed an advertisement placed after deadline.
5. Ad position requests will be honored when possible. Failure to meet position requests

will not constitute cause for adjustment, refund or rerun. Color position is subject to press limitations.

6. Advertisements set in a manner which simulates editorial content must carry the word "Advertisement."
7. All political advertisements must be clearly labeled "Paid Political Advertising by (name of) committee or individual" at top or bottom of ad. Payment with order required.
8. Tearsheets will be provided free by request; limitations may apply. Delivery of PDF versions by e-mail preferred.
9. Delivery of monthly billing statements and invoices by e-mail is preferred.

Special services, features

Free layouts, designs and artwork for all advertising. Proofs will be provided upon request. Assistance available to acquire co-op advertising funds and to create an advertising budget. Insert composition and printing services available.

Mechanical specifications

The Sentinel's pages are printed on a 22-inch web with the following specs:

6 columns wide by 21 1/2 inches deep or 129 column inches per page.
1 column: 1.58 inches wide or 9 picas 6 points; 2 columns: 3.291 inches wide or 20 picas 6 points; 3 columns: 5 inches wide or 31 picas 3 points; 4 columns: 6.708 inches wide or 40 picas 3 points; 5 columns: 8.416 inches wide or 50 picas 6 points; 6 columns: 10.126 inches wide or 60 picas 9 points.

Macintosh-based ad composition using InDesign software. E-mail formats: photographs and graphics need to be in a PICT, TIFF, JPEG, EPS or PDF format, at least 200 pixels per inch; copy needs to be in ASCII text. Send to ads@rochsent.com. Web offset printing process, 100-line halftone screen.

THE ROCHESTER SENTINEL.

The Voice of Fulton County's People Since 1858

Fulton County's only daily newspaper.
118 E. Eighth St., P.O. Box 260, Rochester, IN 46975
574-223-2111 800-686-2112 Fax: 574-223-5782
advertising@rochsent.com
classads@rochsent.com
news@rochsent.com

Sarah O. Wilson, publisher, 574-224-5331; show@rochsent.com
Karen Vojtasek, general manager, 574-224-5323; karenv@rochsent.com
Gretchen Walter, ad representative, 574-224-5321, gwalter@rochsent.com
Todd Zartman, ad representative, 574-224-5335, tzartman@rochsent.com
Keli Gerald, classified ad representative, 574-224-5325; classads@rochsent.com
Priscilla Nelson, accounts receivable, 574-224-5324; accountsreceivable@rochsent.com
Priscilla Nelson, public notices, 574-224-5324; accountsreceivable@rochsent.com
Circulation, 574-224-5319, circulation@rochsent.com
Leah Sander, obituaries, 574-223-5316, obits@rochsent.com
Ryan Grooms, graphic artist, 574-224-5310, advertising@rochsent.com
Andrew Vance, graphic artist, 574-224-5310, ads@rochsent.com