

**TABLOID MECHANICAL SPECIFICATIONS**

1/8 page horizontal .....	4 7/8" wide x 2 7/8" high
1/8 page vertical .....	2 3/8" wide x 5 7/8" high
3/16 page horizontal .....	7 5/16" wide x 2 7/8" high
1/4 standard .....	4 7/8" wide x 5 7/8" high
1/4 page horizontal .....	10" wide x 2 7/8" high
1/4 page vertical .....	2 3/8" wide x 11 7/8" high
3/8 page horizontal .....	7 5/16" wide x 5 7/8" high
1/2 page horizontal .....	10" wide x 5 7/8" high
1/2 page vertical .....	4 7/8" wide x 11 7/8" high
9/16 page .....	7 5/16" wide x 8 7/8" high
3/4 horizontal .....	10" wide x 8 7/8" high
3/4 page vertical .....	7 5/16" wide x 11 7/8" high
1 page .....	10" wide x 11 7/8" high
Center Spread .....	21" wide x 11 7/8" high

**Mechanical Measurements**

For complete, detailed information, see SRDS Print Media Production Data  
 Printing process: Photo Composition Offset  
 ROP - 6 columns = 11 picas each • Classified - 9 columns = 7 picas each  
 1 pica gutter width between each column  
 Inches to page: ROP = 126; Classified = 189  
 Inches to Double Truck: ROP = 273; Classified = 399  
 Inches to Column: ROP = 21; Classified = 21  
 Classified Lines per Inch = 10

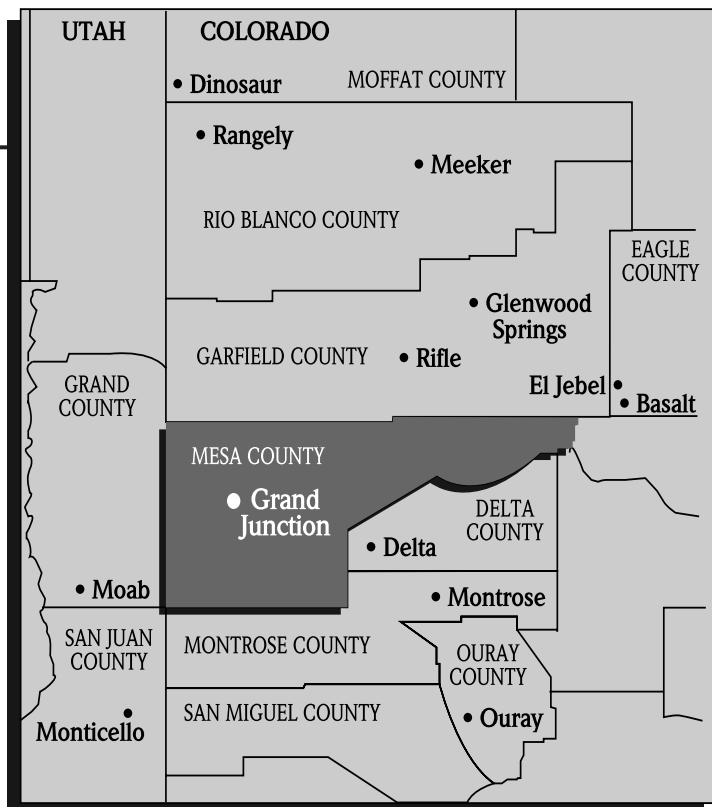
**20. Circulation**

Established 1893, per copy, Daily 50¢; Sunday \$1.00  
 For current circulation figures, please call *The Daily Sentinel*.

9

**Counties Reached**

- Delta County
- Eagle County
- Garfield County
- Mesa County
- Moffat County
- Montrose County
- Rio Blanco County
- Grand County, Utah
- San Juan County, Utah

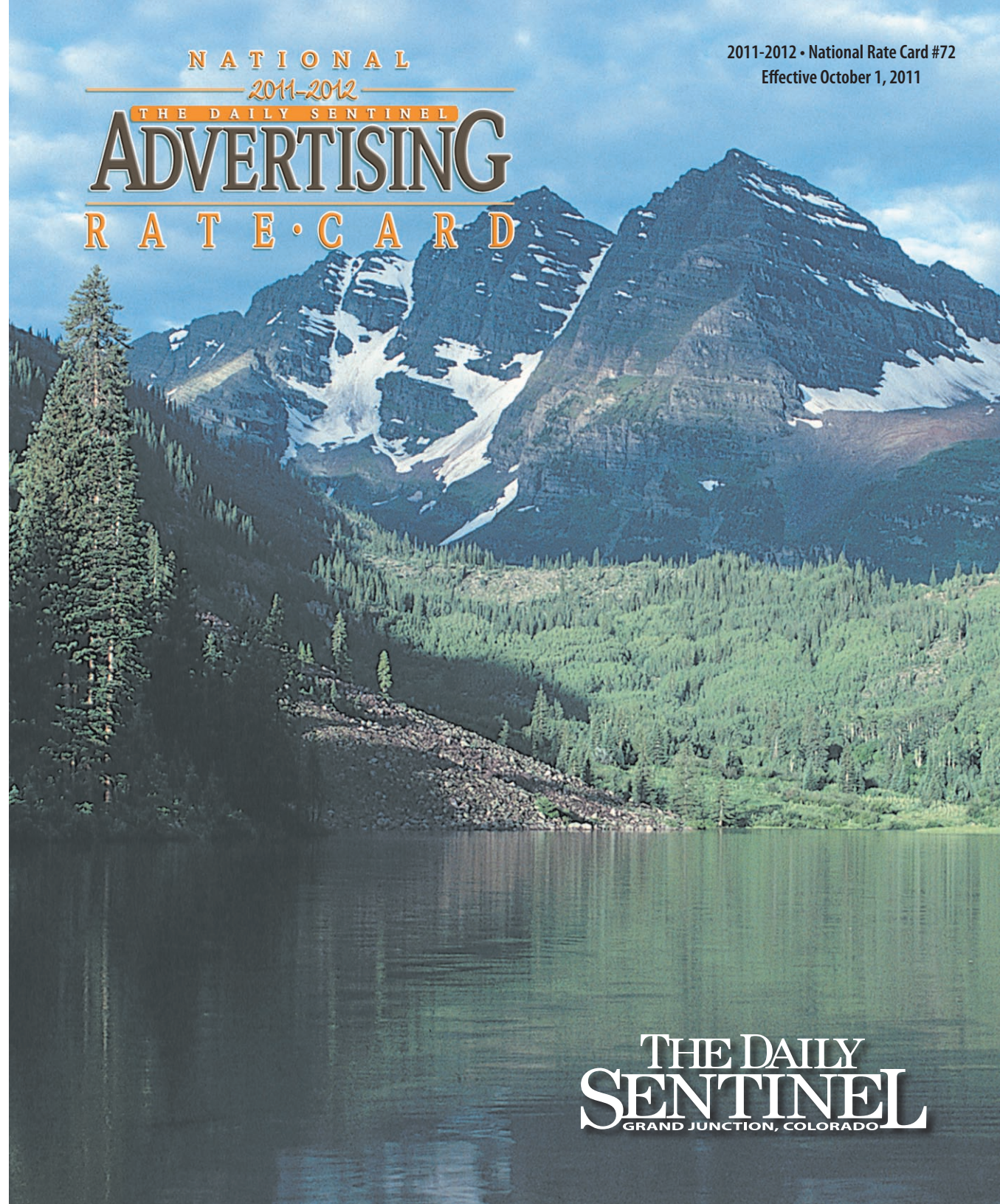


**THE DAILY SENTINEL**  
 GRAND JUNCTION, COLORADO

P.O. Box 668, Grand Junction, CO 81502 • 734 South Seventh Street, Grand Junction, CO 81501  
 (970) 256-4292 • Fax (970) 241-6860 • Classified: (970) 242-1313 • Fax (970) 257-9121

2011-2012 • National Rate Card #72  
 Effective October 1, 2011

NATIONAL  
 2011-2012  
 THE DAILY SENTINEL  
**ADVERTISING**  
 RATE • CARD



**THE DAILY SENTINEL**  
 GRAND JUNCTION, COLORADO

**National Rate Card #72**

Effective October 1, 2011



*Published by Grand Junction Newspapers, Inc. every morning.*

734 South 7th Street, Grand Junction, Colorado 81501 • P.O. Box 668, Grand Junction, Colorado 81502 • e-mail: [linda.wilson@gjsentinel.com](mailto:linda.wilson@gjsentinel.com)  
(970) 256-4292 • Fax (970) 241-6860 • Classified (970) 242-1313 • [classifiedad@gjsentinel.com](mailto:classifiedad@gjsentinel.com) • [www.GJSentinel.com](http://www.GJSentinel.com)

*Publisher, Jay Seaton*

*Advertising Director, Dennis Mitchell • National Advertising Coordinator, Linda Wilson • Operations Director, Bud Winslow*

**3. Commission and Cash Discount**

All rates are gross. 15% to recognized agencies; no cash discount

**4. Terms**

Net E.O.M. A service charge 1.5% (compounded monthly) will be added on the past due balance.

**5. Policy - All Classifications**

30-day notice given of any rate revision.

**Advertising Rates**

**6. Black & White Rates**

Open, per inch: Mon.-Thurs. \$48.21 • Fri.-Sat. \$50.89 • Sunday \$56.93

Advertising Volume	Inch Equivalency	Mon.-Thurs. Rates	Fri.-Sat. Rates	Sunday Rates
1 Page	126	\$43.21	\$45.26	\$53.09
2 Pages	252	\$43.13	\$45.15	\$52.97
4 Pages	504	\$42.90	\$44.94	\$52.40
6 Pages	756	\$42.56	\$44.57	\$52.23
10 Pages	1,260	\$42.09	\$44.09	\$51.69
13 Pages	1,638	\$41.64	\$43.62	\$51.14
26 Pages	3,276	\$39.52	\$41.38	\$48.52
52 Pages	6,552	\$37.40	\$39.16	\$45.87
75 Pages	9,450	\$35.11	\$36.78	\$43.12

Advertisements that run with no changes within six (6) days of original will receive a 25% discount, except Sunday.

**Preprints**

**Mechanical Requirements and Deadlines**

Daily and Sunday preprints must be in *The Daily Sentinel* mailroom at 734 South 7th Street, Grand Junction, Colorado 81501, 7 days prior to publish date. Preprints arriving after the 7 day deadline are subject to costs for handling. To be compatible with *The Daily Sentinel* mailroom operation, pallets must not exceed 5 feet in height with a maximum weight of 2,500 lbs. Pallets with platform top and bottom constructed to withstand double stacking. Free floating inserts must be on a minimum of 70lb stock. Roto inserts must be powdered to avoid adhesion. Each pallet should include corner pieces and a board on the top; pallets must be cross-tied. Sections should be double strapped to pallet on four sides. Each pallet should carry at least two pallet tags, with a copy of the insert contained in the pallet load display next to each pallet tag. If pallets are not loaded to the current ANSI standard, the inserts they contain will be prone to damage during shipment and storage. If damage occurs, additional handling fees may be charged to advertisers to cover increased production costs.

Reduced coverage will also result due to a higher rate of waste and increased misses and multiple feeds. Insertion order to include name, address of printer, dates of shipment, waybill number and method of transportation.

*Commissionable rates to recognized agencies.*

*FOB charges will be reversed on the following month's billing.*

**Mechanical Specifications for rectangular standard inserts**

**Maximum size:** 12" long (*along the folded edge*) 10" wide

(*perpendicular to folded edge*)

**Minimum size:** 5" x 7" including cards, envelopes 8"x10 1/2" for quarter-folded inserts. No magazine-type section should be smaller than quarter-fold (*half tabloid*) size.

**Maximum thickness:** 3/8" maximum thickness. Standard broadsheet inserts printed on 30lb newsprint should be limited to 96 pages.

**Minimum thickness:** 70lb stock sheets/cards/envelopes. Standard broadsheet inserts printed on 30lb newsprint should be 8 pages minimum. Inserts of less than 8-pages may need to be quarter- folded for insertion. Standard tabloid-page inserts printed on 30lb stock should be a minimum of 8 pages.

**Out of spec inserts**

Inserts with the following characteristics may pose problems for machine insertion. Please check with your sales representative and arrange to test these inserts for production capability before placing an insertion order.

- Non-rectangular; tri-fold; or die-cut, special-shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump inside the insert, pre-stuffed inserts)
- Inserts that stick together and do not separate consistently
- Insert pages that are glued, stapled, stitched, perforated or perfect bound
- Objects such as keys, coins, CDs, etc., attached to any page of an insert; sachets containing scented objects; liquids or shampoos; polybags; paper bags; product samples
- Inserts for direct mail or total market coverage (TMC) must be submitted for testing and or checking postal regulations prior to acceptance for insertion.

**Polybags/Newsbags from Advertisers (bags for or with product sample)**

If use of polybags for daily publications is approved by the publisher, the bag size should be 6 1/2" x 21" for daily publication and 9" x 23" for Sunday publication. The thickness of the bag material must not be less than 1.5 mil. The color of the bags is critical and should be checked with the publisher. For example: avoid white bags on snow days. Bags with product samples must be checked with publishers' representatives and should be tested prior to acceptance. Polybags must be in *The Daily Sentinel* mailroom at 734 South 7th Street, Grand Junction, Colorado 81501, 7 days prior to publish date.

**Required Pad**

For inserts meeting the above guidelines, and a draw order of less than 25,000 copies to be inserted, the pad should be a minimum of 500 copies to cover machine setup, waste and damages. For draw orders of 25,000 or more, the pad should be a minimum of 2% of the draw order.

Flyer	4-15 Pages	18-28 Pages	30-36 Pages	38-42 Pages
\$77.00	\$82.50	\$86.50	\$89.50	\$92.50

Costs shown represent dollars per 1000 copies.

	Frequency Rates
* 44 pages and above, add \$2 per side per thousand	12 per year..... 15%
* \$10.00 CPM (non-commissionable) additional for less than 26,000	18 per year..... 17%
* For other sizes, check with The Daily Sentinel	24 per year..... 20%
	36 per year..... 22%
	40 or more per year ... 24%

**7. Group Combination Rates**

Does not apply

**8. Color Rates and Data**

Available Daily and Sunday. Use b/w line/inch plus the following applicable costs: Extra charge for special inks. ANPA-AAAA approved Ad-Litho inks used.

Daily & Sunday - Gross		
b/w 1 c	b/w 2 c	b/c 3 c
\$575.00	\$650.00	\$750.00

**9. Special ROP units**

Flexform pages. Please check with newspaper for acceptability and price.

**10. Split Runs**

50-50 split available everyday. Plate change: \$75. Preprints 50-50 split only. Availability must be checked and approved. Additional charge for overruns.

**11. Special Services**

Mailing program available.

**12. Special Days / Pages / Features**

Business: Every day except Saturday	Home & Garden: Saturday
Health & Family: Tuesday	Religion: Saturday
Best Food Day: Wednesday	Real Estate: Sunday
Entertainment/TV: Friday	
Employment: Sunday	

**13. ROP Depth Requirements**

Minimum space sold is 2 inches. Any column space more than 19" will be charged full column depth (21").

**14. Contract and Copy Regulations**

See SRDS Contents Page for location of regulations: Items 1, 9, 11, 12, 13, 14, 18, 20, 23, 26, 30, 32, 34, 35, 36, 38, 39, 41, 42, 44, 45.

**15. Closing Times**

Publication Date	Deadline
Sunday.....	Wednesday, 4 p.m.
Monday.....	Thursday, Noon
Tuesday.....	Thursday, 4 p.m.
Wednesday.....	Friday, 4 p.m.
Thursday.....	Monday, 4 p.m.
Friday.....	Tuesday, 4 p.m.
Saturday.....	Thursday, Noon

(See #20 for magazine deadlines.)

**16. Colorado Tourism Rate**

Mon.-Thurs.: \$35.28 Fri.-Sat.: \$36.33 Sunday: \$40.70  
This rate is extended to all qualified Colorado businesses.

**Multiple Insert Contracts**

(Not combined with contract discounts). May be used with National Open Rates.

Number Insertions	Mon.-Thurs. Rates	Fri.-Sat. Rates	Sunday Rates
3 - 10	\$34.20	\$35.23	\$38.45
11 - 15	\$32.39	\$33.36	\$37.71
16+	\$31.14	\$32.07	\$36.44

**Pick-up Discounts**

(No changes will be accepted.) Ads running within a six (6) day period...25% Discount, except Sunday. No discount on Sunday.

**17. Special Classification Rates**

Political: General rates apply. Cash with order. No cash discount. Position is not guaranteed.

**18. Classified Rates**

**In-column & Open Display:**

Open, per inch: Mon.-Sun. \$89.50  
Display advertisements that run with no changes within six (6) days of original will receive a 25% discount, except Sunday.

**19. Magazines (See #12)**

	Size	1x
Friday: <b>"Out &amp; About"</b> - (TV listings, movies, dining, music, etc.)	Full page.....	\$2,288.00
Closing Time: Monday, Noon	3/4 page.....	\$1,716.00
Sunday: <b>"Real Estate Weekly"</b>	1/2 page.....	\$1,144.00
Closing Time: Tuesday, 4 p.m.	1/4 page.....	\$572.00
	1/8 page.....	\$286.00

**GJSentinel.com**

The Daily Sentinel's website, *GJSentinel.com*, is the Grand Valley's most visited website, averaging over 2,194,000 page views and 165,800 unique users a month.\*

*GJSentinel.com* provides a variety of sponsorship and advertising opportunities. Please contact your Daily Sentinel advertising representative to develop the best marketing plan for your business.

**Content Sponsorship Packages**

In the Classified, Obituary and Milestone sections as well as ROS content pages.

**Banners and Text Boxes**

Banner ads and Text box ads are available on a cost per thousand buy and/or as part of a sponsorship package.

**Display ads**

Display ads appearing in *The Daily Sentinel* may also publish on *GJSentinel.com* as part of the *Marketplace* feature.

**E-Commercials**

These "sight and sound" packages offer an advertiser a professional quality "commercial" on our website.

**Top Jobs**

Top Jobs provide advertisers run-of-site impressions on *GJSentinel.com*.