

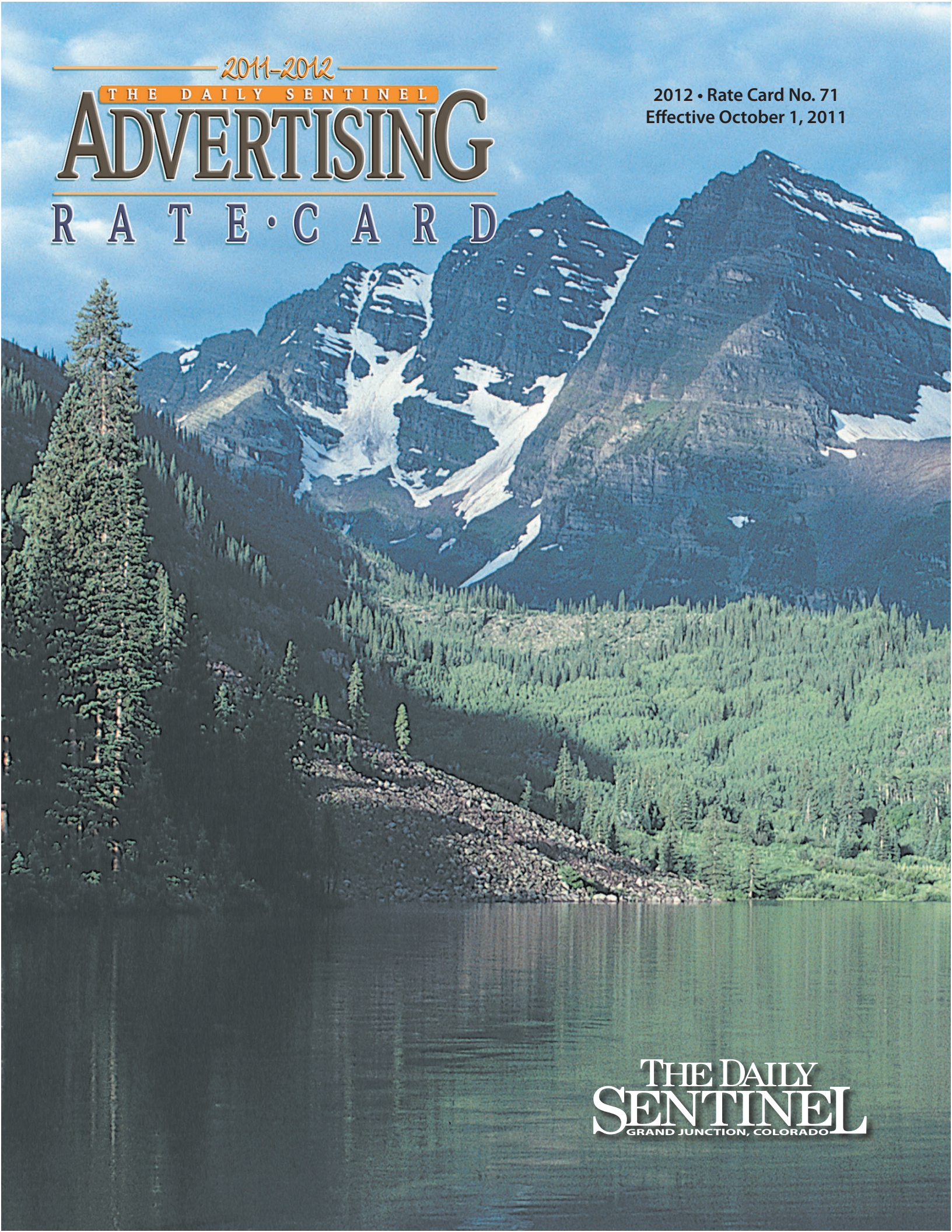
2011-2012

THE DAILY SENTINEL

ADVERTISING

R A T E • C A R D

2012 • Rate Card No. 71
Effective October 1, 2011



THE DAILY
SENTINEL
GRAND JUNCTION, COLORADO

THE DAILY SENTINEL

GRAND JUNCTION, COLORADO

Your Community News Source Since 1893

Jay Seaton - *Publisher*

Dennis Mitchell - *Advertising Director*
dennis.mitchell@gjsentinel.com

Lori Henricksen - *Display & Online Advertising Manager*
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Bud Winslow - *Operations Director*

P.O. Box 668
Grand Junction, Colorado 81502

734 South Seventh Street
Grand Junction, Colorado 81501

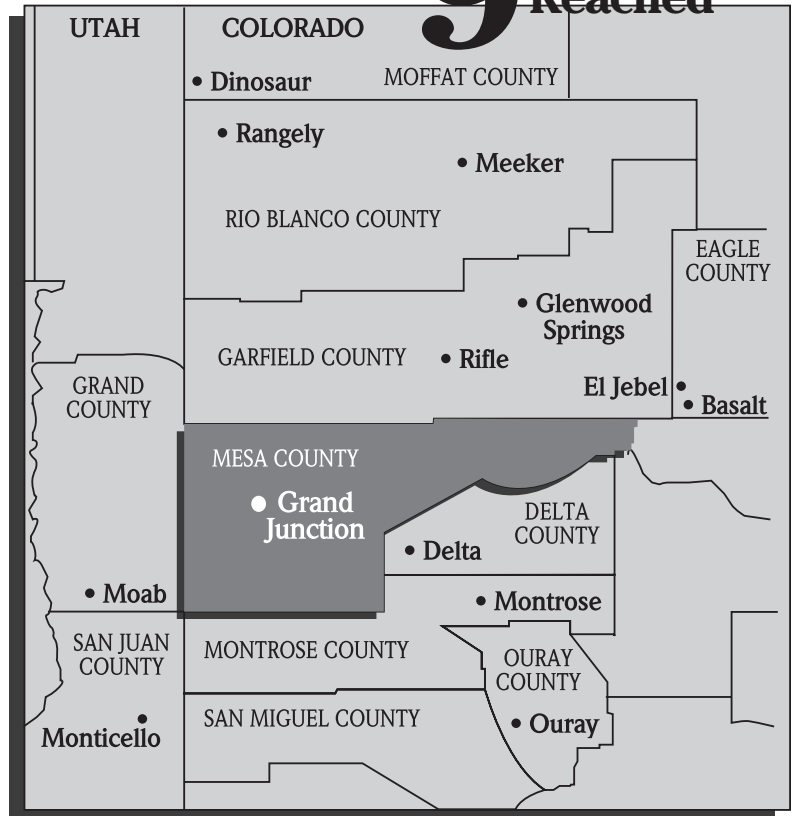
(970) 242-5050
FAX (970) 241-6860

Classified (970) 242-1313
FAX (970) 257-9121
classifiedad@gjsentinel.com

Circulation

The Daily Sentinel is audited by the Audit Bureau of Circulation (ABC). Reports are available upon request.

9 Counties Reached



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Retail Display

Annual Spending-based Contract Discount

All rates are net (non-commissionable)

Commitment Level	% Discount Off Base Rate	Commitment Level	% Discount Off Base Rate
\$3,640	10.00%	\$45,240	19.00%
\$4,160	10.50%	\$52,000	19.50%
\$4,784	11.00%	\$59,280	20.00%
\$5,512	11.50%	\$68,640	20.50%
\$6,344	12.00%	\$79,040	21.00%
\$7,280	12.50%	\$90,480	21.50%
\$8,424	13.00%	\$104,000	22.00%
\$9,672	13.50%	\$119,600	22.50%
\$10,920	14.00%	\$135,200	23.00%
\$13,000	14.50%	\$156,000	23.50%
\$14,560	15.00%	\$182,000	24.00%
\$17,160	15.50%	\$208,000	24.50%
\$19,240	16.00%	\$239,200	25.00%
\$22,360	16.50%	\$280,800	25.50%
\$26,000	17.00%	\$322,400	26.00%
\$29,640	17.50%	\$364,000	26.50%
\$34,320	18.00%	\$426,400	27.00%
\$39,000	18.50%		

Frequency Packages*

Frequency	% Discount	Frequency	% Discount
1x	0.00%	5x	32.50%
2x	12.50%	6x	35.00%
3x	22.50%	7x	40.00%
4x	30.00%		

* Within 7 day period.

Open Rate

Monday - Thursday	\$31.16
Friday-Saturday	\$33.99
Sunday	\$36.97

Color Rates

	1 Color	Full Color
1/4 page or less		
Daily	\$220.00	\$332.00
Sunday	268.00	375.00
More than 1/4 page		
Daily	\$332.00	\$590.00
Sunday	377.00	670.00

Political Rates

Candidates for local offices in our market area, billed at local open rate or contract rate, whichever is applicable. Cash with copy is required. Repeat discounts apply.

General Rate Policy

Local display advertising and classified display are charged at open rate for advertisers who have not signed a local display, classified display or modular contract.

Holiday Rates

On Thanksgiving, the Friday after Thanksgiving and Christmas Day, our Sunday circulation is provided to our subscribers. Sunday display ROP and pre-print rates apply.

Retail Display Deadlines

Publication Day	Proof
Sunday Business	Wednesday, Noon
<i>Real Estate Weekly</i>	Monday, 4 p.m.
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.
<i>Out & About</i>	Monday, Noon
Saturday	Thursday, Noon

* Electronic ad submission deadlines are earlier than those above, please see page 11 for more information.

Cancellations not accepted after ad deadline.

NOTE: Holiday issues subject to advance deadlines.

Contract Rates - Retail Display Apply annual spending contract discount base rate. Price grid includes modular discount.

Monday-Thursday

Base Rate
Inch Page
 \$24.70 \$3,112.20

C O L U M N S						
Depth/Inches	1	2	3	4	5	6
21		\$985.54	\$1,478.30	\$1,971.06		\$2,956.60
18.0					\$2,111.86	
15.00					\$1,759.88	\$2,111.86
13.0					\$1,525.22	
10.5	\$252.87	\$505.73	\$739.15	\$985.54	\$1,231.91	\$1,478.30
8.0	\$192.66	\$385.32	\$577.98	\$750.88		
6.0	\$144.50	\$289.00	\$433.48	\$577.98	\$722.48	
5.0	\$120.41	\$240.82	\$361.23	\$481.66		
3.0	\$72.25	\$144.50	\$216.75			\$433.48
2.0	\$48.16	\$96.34	\$144.50			
1.0	\$24.09	\$48.16				

Friday-Saturday

Base Rate
Inch Page
 \$25.44 \$3,205.24

C O L U M N S						
Depth/Inches	1	2	3	4	5	6
21.0		\$1,014.99	\$1,522.49	\$2,029.99		\$3,044.97
18.0					\$2,174.98	
15.0					\$1,812.49	\$2,174.98
13.0					\$1,570.83	
10.5	\$260.43	\$520.85	\$761.25	\$1,014.99	\$1,268.74	\$1,522.49
8.0	\$198.42	\$396.84	\$595.25	\$773.32		
6.0	\$148.81	\$297.63	\$446.44	\$595.25	\$744.08	
5.0	\$124.01	\$248.03	\$372.04	\$496.05		
3.0	\$74.41	\$148.81	\$223.23			\$446.44
2.0	\$49.61	\$99.21	\$148.81			
1.0	\$24.80	\$49.61				

Sunday

Base Rate
Inch Page
 \$29.89 \$3,766.09

C O L U M N S						
Depth/Inches	1	2	3	4	5	6
21.0		\$1,192.60	\$1,788.89	\$2,385.19		\$3,577.79
18.0					\$2,555.56	
15.0					\$2,129.64	\$2,555.60
13.0					\$1,845.69	
10.5	\$306.00	\$611.99	\$894.44	\$1,192.60	\$1,490.75	\$1,788.92
8.0	\$233.14	\$466.27	\$699.42	\$908.65		
6.0	\$174.86	\$349.71	\$524.57	\$699.42	\$874.28	
5.0	\$145.71	\$291.43	\$437.13	\$582.85		
3.0	\$87.42	\$174.86	\$262.28			\$524.57
2.0	\$58.28	\$116.57	\$174.86			
1.0	\$29.14	\$58.28				

All rates are net (non-commissionable)

Space Spot Rates

Space Spots

Space Spots publish in the paper 15 or 30 consecutive days without change, and are billed

at full rate as of the date of expiration.	Retail Space Spots Column Inch	30 Days	15 Days
Space spots	2	\$ 750.00	\$ 420.00
running in	4	1,500.00	840.00
Classified also	6	2,250.00	1,260.00

publish on GJSentinel.com.	Classified Space Spots Column Inch	30 Days	15 Days
Employment	1	\$ 435.00	\$ 230.00
Space Spots, contact	2	810.00	425.00
Classified	3	1,166.00	610.00
Advertising at (970) 242-1313.	4	1,502.00	785.00
	5	1,818.00	948.00
	6	2,114.00	1,101.00
	7	2,390.00	1,245.00
	8	2,647.00	1,378.00

www.GJSentinel.com

The Daily Sentinel's website, *GJSentinel.com* is the Grand Valley's most visited website, averaging over 1,262,000 page views and 141,300 unique users a month.*

GJSentinel.com provides a variety of sponsorship and advertising opportunities. Please contact the Daily Sentinel Digital Specialist at 256-4386 to develop the best marketing plan for your business.

*August 2011 Google Analytics

Online Display Advertising

Reach our broad viewership, or target a specific audience with online advertising positions on the home, index and story pages of *GJSentinel.com*. *GJSentinel.com* offers full creative resources to advertisers, allowing you to customize your message to your target audience.

Online Classifieds

Buyers, sellers and job seekers search Daily Sentinel Classified ads online at *GJSentinel.com*. In a single month* over 12,500 unique users viewed over 200,000 pages of Cars, Real Estate, Jobs and Merchandise ads – expanding your advertising reach beyond the printed newspaper. Employment ads are included on *GJSentinel.com* and *AfterCollege.com*. Contact your classified advertising representative for more information.

*August 2011 Google Analytics

Daily Sentinel Mobile App

Our mobile app offers local breaking news, weather, classifieds, deals and more for the Grand Junction area. Available for iPhones, Androids and tablets, our mobile app provides advertisers the opportunity to reach customers on the go. Let our Digital Specialist come up with a plan to help you reach your best customer on any platform.

Mechanical Measurements

Column widths for advertisements:

1 picas white space between columns

ROP = 6 columns

Classified = 9 columns

Page Depth: 21 inches

Double Truck (Centerfold ROP):

13 columns - 24⁷/₁₆" x 21" (146 picas)

See page 10 for electronic ad submission specifications.

Retail - ROP

Columns	Picas	Inches
1	11	1 7/8
2	23	3 7/8
3	35	5 7/8
4	47	7 7/8
5	59	9 7/8
6	71	11 7/8

Display Depth Requirements

Banner advertisements must be a minimum of 6 columns wide by 1" deep.

Minimum space sold is 1 column by 1 inch, except classified liners.

All advertisements more than 19" will be billed as full column depth.

Ad depth will be billed in quarter-inch increments.

See page 10 for electronic ad submission specifications.

Impact Notes

An *Impact Note* is a 2 3/4" x 2 3/4" glossy sticker applied to the front page of *The Daily Sentinel* or *Sentinel Weekly* where it is quickly noticed, then can be removed to finish reading the paper. It is available in spot to full color. A minimum full circulation order is required.

	1 Color	2 Colors	3 Colors	4 Colors	Process Color
Full Run Daily <small>30,000+</small>	\$ 80.00	\$ 81.50	\$ 83.00	\$ 84.50	\$ 86.00
Full Run Sunday <small>30,000+</small>	85.00	86.50	88.00	89.50	91.00
Zoned Daily* <small>30,000+ (minimum 10,000)</small>	95.00	96.50	98.00	99.50	101.00

* Zoning is available on a minimum 30,000+ order which may be broken up into a maximum of 3 separate 10,000 insertions. Zoning is not available on Sunday.

Delivery Plus

- A cost-effective print and delivery program for single sheets
- Deadline: 14 days prior to insertion
- Paper, custom design, printing and insertion included in rate
- Color: Up to 4 colors on both sides
- Zoning: Available Monday through Saturday
- \$5.00 per thousand partial insert charge for zoning

Quantity: 3,000 -10,000 **Cost per thousand:** \$124.00
Black ink, one-sided on white paper

8½ x 11"	1 Color	2-3 Color	4-6 Color	7-8 Color
10,000	\$102.00	\$104.00	\$111.00	\$123.00
20,000	100.00	102.00	110.00	121.00
30,000	98.00	100.00	107.00	119.00
50,000	93.00	95.00	104.00	112.00

Minimum quantity 3,000. Colored paper \$4 per thousand extra. Cost per thousand for number of ink choice is based on number of colors used on each side. For instance, a piece with red and black on one side *only* is charged at the two-color rate. A piece with red and black on *both* sides is charged at the four-color rate.

70lb. Glossy: (8½" x 11") All rates are cost per thousand	Full color both sides			
	10,000	\$128.00	30,000	\$110.00
20,000	122.00	50,000	102.00	

70lb. 4 pagers (11"x 17" folded) or Jumbo sheets: (10¾" x 12½") Your choice of 70 lb. Gloss or 75 lb. Hi-Bulk stock. All rates are cost per thousand.	Full color both sides			
	10,000	\$149.00	30,000	\$139.00
20,000	144.00	50,000	123.00	

Pre-Print Rates *Rates per thousand*

	1x	13x	26x	52x	104x
Single Sheet	\$70.50	\$69.00	\$67.00	\$62.50	\$54.00
Sunday	72.00	70.50	69.00	65.00	56.50
4-20 pages	73.50	71.50	70.00	64.00	56.00
Sunday	75.00	73.50	71.50	66.00	57.50
24-32 pages	76.50	74.50	71.50	66.00	58.50
Sunday	78.50	76.50	73.50	68.00	60.00
36-44 pages	77.50	76.50	74.50	68.50	62.50
Sunday	79.50	78.50	76.50	71.00	64.50

\$2.00 per thousand for each additional 4 pages.
* Zoning by zip code available Monday through Saturday. Zoning on Sunday not allowed. Exclusion of street sales not allowed
* All pre-print dollars are net and accrue toward completion of display contract. Inserts are subject to short rate.
* \$5.00 per thousand partial insert charge for zoning. Minimum of 3,000 inserts are accepted.

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.

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 for 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.

Sentinel Weekly

The Daily Sentinel's TMC Newspaper

You can reach more potential customers than ever before with The Daily Sentinel's free weekly community newspaper. The Daily Sentinel's TMC tabloid newspaper is delivered to non-subscribing homes in Mesa County every Wednesday. *Sentinel Weekly* features local news and classifieds plus important grocery store inserts. It is a perfect accompaniment for regular ROP as well as classified advertising.

Deadlines every Wednesday.

Black & White Ads

	Regular New Ad Rates	Daily Sentinel Pickup Ad Rates
1/8 page	\$ 90.00	\$ 35.00
1/4 page	160.00	65.00
3/8 page	225.00	95.00
1/2 page	305.00	120.00
3/4 page	425.00	180.00
Full page	590.00	240.00

Full Color Ads

	Regular New Ad Rates	Daily Sentinel Pickup Ad Rates
1/8 page	\$115.00	\$ 60.00
1/4 page	210.00	115.00
3/8 page	300.00	170.00
1/2 page	405.00	220.00
3/4 page	575.00	330.00
Full page	790.00	440.00

Pre-Print Rates*

	1x	13x	26x	52x
Single Sheet	\$55.00	\$52.00	\$49.00	\$46.00
4-20 pages	67.00	64.00	57.00	54.00
24-32 pages	68.00	65.00	60.00	56.00
36-44 pages	70.00	66.00	63.00	59.00

*Pre-print rates reflect insertion in *The Daily Sentinel* in corresponding zip codes.

Ask your representative for current delivery amounts.

Taking his shot
Fruita teen aims for world title
PAGE 10

SENTINEL Weekly

GJ BACKERS TO MAKE BID FOR BIKE RACE
Organizers seek funds for Pro Challenge stage

Members of a local committee to bring a statewide bicycle race to Grand Junction will be ready to submit several options for the 2012 race. Proposals for the race will be accepted starting at the end of this month and are due by Oct. 31.

See BIKE RACE, page 7

Classified Rates

OPEN RATE *Per Inch*

Open	\$39.50
Open Employment	\$45.00

ANNUAL CLASSIFIED CONTRACT RATES *(NET)*

Annual Classified Contracts are based on total net dollars spent with *The Daily Sentinel*, including color, ROP, pre-prints, on-line, and special products. Inches per level are a guideline, and not reflective of actual contract fulfillment.

Level	Total Dollars	Monday-Thursday	Friday-Saturday	Sunday
2	\$3,500	\$21.36	\$21.78	\$25.09
3	7,000	21.09	21.50	24.82
4	9,300	20.83	21.24	24.53
5	12,500	20.35	20.74	23.77
6	18,500	20.11	20.49	23.46
7	28,500	19.85	20.23	23.17
8	37,500	19.38	19.75	22.70
9	50,000	18.93	19.28	22.42
10	66,000	17.97	18.32	21.94
11	87,000	17.19	17.52	20.60
12	115,000	16.15	16.46	18.94
13	140,000	15.25	15.54	17.81
14	175,000	14.48	14.76	16.98
15	230,000	12.66	12.90	15.33
16	470,000	12.18	12.42	14.33

Employment advertising print and online packages - please call (970) 242-1313.

Real Estate Weekly Rates *Modular Tab*

Real Estate Weekly publishes in print every Sunday in *The Daily Sentinel*, with additional rack distribution the Friday prior. *Real Estate Weekly* is also linked online from the Real Estate page of *GJSentinel.com*.

Size	1x	12x	24x	52x
1/8	\$ 220.00	\$ 204.00	\$ 194.00	\$ 170.00
1/4	420.00	388.00	368.00	320.00
3/8	620.00	572.00	542.00	470.00
1/2	830.00	766.00	726.00	630.00
3/4	1,130.00	1,034.00	974.00	830.00
Full	1,430.00	1,302.00	1,222.00	930.00

Includes color.

Classified Special Services

Hot Link

Link the on-line version of your classified liner ad to your website or e-mail address. \$5.00 contract advertisers; \$10.00 open rate.

Classified Special Services *(cont'd)*

Service Directory

\$82.50 per month for a 5 line ad and includes *GJSentinel.com*. Additional Lines \$15.00 per line per month.

Service Directory Business Cards

2 column x 2" display ad with full color \$200 per month.

Classified Display Deadlines

Publication Date	Deadline
Sunday <i>Real Estate Weekly</i>	Monday, 4 p.m.
Sunday	Thursday, 11 a.m.
Monday	Thursday, 11 a.m.
Tuesday	Friday, 11 a.m.
Wednesday	Monday, 2 p.m.
Thursday	Tuesday, 2 p.m.
Friday	Wednesday, 2 p.m.
Saturday	Wednesday, 2 p.m.

Holiday issues are subject to advanced deadlines.

Classified In-Column Deadlines

Publication Date	Deadline
Sunday <i>Real Estate Weekly</i>	Thursday, 1 p.m.
Sunday	Friday, 3 p.m.
Monday	Friday, 4 p.m.
Tuesday	Monday, 2 p.m.
Wednesday	Tuesday, 2 p.m.
Thursday	Wednesday, 2 p.m.
Friday	Thursday, 2 p.m.
Saturday	Friday, 11 a.m.

Holiday issues are subject to advanced deadlines.

Classified Mechanical Measurements

Columns	Picas	Inches
1	7	1 3/16
2	15	2 1/2
3	23	3 7/8
4	31	5 3/16
5	39	6 1/2
6	47	7 7/8
7	55	9 3/16
8	63	10 1/2
9	71	11 7/8

Special Services

A. Proofs

Proofs are provided for advertisers on display ads that are a minimum of ten (10) column inches. When an advertiser receives an ad proof, we suggest they furnish a release of that ad in one of the following ways:

1. Indicate the release on the proof and FAX it to your account representative at (970) 241-6860.
2. For all Classified ads, including *Real Estate Weekly*, FAX (970) 257-9121
3. Call your account executive or assistant to release the ad.

If notification is not given, the ad is automatically released for publication at release deadline. Advertising placed on a no-proof basis is done at the advertiser's risk. Such ads are automatically released for publication. Excessive changes or alterations from original copy on layout will be billed at the rate of \$5.00 per inch. Ads received after deadline will not get a proof.

B. Art and Layout

Art and layout assistance is provided by our staff of Graphic Artists at no charge. If you are sending an "electronic" ad to us, please make sure you follow the procedures on page 10.

C. "E" Tearsheets

Tearsheets can be accessed online through *GJSentinel.com* under the customer service tab. Tearsheets will be available back to the previous year.

D. E-mail submissions

We are happy to accept e-mail submissions of artwork, photos and ads. If you are e-mailing artwork, logos, photos (min. 200 dpi jpeg format), or text for use in an advertisement we will construct, please include in your e-mail, the advertiser's name, your name, address or description of photo or artwork, plus date of the ad.

Classified and Real Estate please use:
graphics@gjsentinel.com

Automotive advertisers please use:
gjauto@gjsentinel.com

E. Market Research Information

Marketing information is developed and provided by Grand Junction Media Inc., through and in conjunction with other firms and resources. Direct your requests for marketing information through your account representative.

F. Co-op

Our Co-op Advertising Representative is available to assist *The Daily Sentinel* advertisers with all aspects of co-op advertising, including research of programs and funding, ad preparation, claims preparation, documentation, etc.

Special Days/Pages/Features

- **Business Page:** Tuesday through Saturday
- **Business Section:** Sunday
- **Best Food Day:** Wednesday
- **Sentinel Weekly TMC:** Wednesday
- **Out & About:** Local entertainment, TV listings, movie - video - book - music reviews, travel, senior lifestyles and restaurants. Tabloid on Friday
- **Religion:** Local and national religion section ROP on Saturday
- **Real Estate Weekly:** Tabloid on Sunday
- **Health & Wellness:** Tuesday
- **Home & Garden:** Saturday
- **Employment:** Sunday

Tabloid/Modular Pricing Schedule

Out & About, Special Editions

Units	1	2	3	4
4	\$358.00	\$716.00		\$1,432.00
3				
2	\$179.00	\$358.00		\$716.00
1		\$179.00		\$358.00

Restaurant Rates

Units	1	2	3	4
4	\$270.00	\$540.00		\$1,080.00
3				
2	\$135.00	\$270.00		\$540.00
1		\$135.00		\$270.00

Restaurant Rates - Open

Units	1	2	3	4
4	\$324.00	\$648.00		\$1,296.00
3				
2	\$162.00	\$324.00		\$648.00
1		\$162.00		\$324.00

Pricing Index	Base Rate		
	Per Unit	1/8 Page	Full Page
<i>Out & About Open</i>	\$89.50	\$179.00	\$1,432.00
<i>Restaurant Contract Rate</i>	\$67.50	\$135.00	\$1,080.00
<i>Restaurant Open</i>	\$81.00	\$162.00	\$1,296.00

Modular Tab Specs

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

Stitched & Trimmed Tabloid Mechanical Specs

1/16 page horizontal (1unit).....	2.291" wide x 2.5" high
1/8 page horizontal (2U1)	4.75" wide x 2.5" high
1/8 page vertical (1U2).....	2.291" wide x 5.25" high
1/4 standard (2U2).....	4.75" wide x 5.25" high
3/8 page vertical (2U3).....	4.75" wide x 8" high
3/8 page horizontal (3U2)	7.208" wide x 5.25" high
9/16 page (3U3)	7.208" wide x 8" high
1/2 page horizontal (4U2)	9.66" wide x 5.25" high
1/2 page vertical (2U4).....	4.75" wide x 10.75" high
3/4 page horizontal (4U3)	9.66" wide x 8" high
3/4 page vertical (3U4).....	7.208" wide x 10.75" high
1 page (4U4)	9.66" wide x 10.75" high

PROGRAM

Stitched & Trimmed Tabloid Mechanical Specs

1/8 page.....	3.916" wide x 2.56" high
1/4 page.....	3.916" wide x 5.29" high
1/2 page.....	8" wide x 5.29" high
3/4 page.....	8" wide x 8.02" high
Full page.....	8" wide x 10.75" high

PONY

Stitched & Trimmed Tabloid Mechanical Specs

1/4 page.....	2.7917" wide x 4.75" high
1/4 page horizontal.....	5.75" wide x 2.125" high
1/2 page.....	2.7917" wide x 9.75" high
1/2 page horizontal.....	5.75" wide x 4.75" high
Full page.....	5.75" wide x 9.75" high

Contract and Copy Regulations

A. Terms of Payment Policy

1. Cash in advance with all advertising space ordered unless advertiser and/or agency has established credit with *The Daily Sentinel* credit department.
2. Advertisers with established credit can access their statements through *GJSentinel.com* customer service tab on the first working day of the month for the prior month's billing. Payment shall be due and payable on or before the last day of the month following publication. A service charge of 1½% (compounded monthly) will be added on past due balances. In addition, if collection efforts are necessary, the advertisers will be assessed the costs of the collection, including attorney's fees.
3. Failure to receive checking copies is not recognized as a valid reason for withholding payment.

B. Advertising Agreements

1. If upon the expiration of a contract the Advertiser has not achieved the agreed upon contract level or has achieved a level higher than agreed upon, the established rates will be adjusted to the level actually achieved. The method of recalculation shall be at the option of *The Daily Sentinel*.
2. Contracts will be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more different companies.
3. Contracts not received with 30 days of first requested insertion places all ads received and run before actual receipt of contract on "open" rate.
4. Any advertising contract (or merely any schedule or copy) may be cancelled at any time for reasons satisfactory to the Publisher, without penalty to either party.
5. Contracts are not assignable or transferable by advertiser.
6. Advertiser and/or Agency agree to receive both faxes and e-mails upon signing an advertising contract with *The Daily Sentinel*.

C. Cancellations and Corrections

1. The Publisher is not responsible for orders, cancellations or corrections. Written confirmations of orders, cancellations or corrections, must be received in time to execute.
2. Publisher reserves the right to charge up to the full cost

on ads cancelled past deadline.

D. Publisher's Option To Edit Copy

1. The Publisher reserves the right to reject or cancel any advertisement at any time.
2. The advertiser hereby assigns to Publisher all rights or ownership to all advertisements which are published including the elements thereof.
3. Advertising to imitate news may be set in body type but news heads are not permitted and will carry the words "PAID ADVERTISEMENT."
4. Brokered space is not allowed.

E. Amendments to Rate Card

The Publisher reserves the right to revise rates quoted herein upon 30 days notice.

F. Space Reservations/Insertion Orders

1. Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publications. Failure to make order correspond in price, or otherwise, with the rate card, is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
2. Special clauses in insertion orders or contracts not accepted if relating to legal liability or circulation guarantees.
3. Not responsible for advertising materials unless instructions to return at advertiser's expense are furnished with the order.
4. The advertiser and/or agency shall designate the width in columns and exact depth in inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered; measurements to be from cut-off rule to cut-off rule. Where ads are positioned at the bottom of the page, a dash or dot may be substituted for the cut-off rule to designate the true bottom of the type page.

G. Liability of Publisher

The Publisher shall have the exclusive right to republish all or any part of the advertising published in *The Daily Sentinel* or any of its publications for the advertiser, except advertising utilizing illustrations supplied by or for the advertiser. As to such illustrations, the advertiser shall have the

right to supply similar or identical illustrations to other publishers. This provision may be enforced by *The Daily Sentinel* by an action for damages, injunction, or both. Because actual damages, in event of an authorized publication, would be difficult to ascertain, the parties agree that damages in the event of breach shall be liquidated in favor of *The Daily Sentinel* in a sum determined by adding:

- (a) what it would have cost to have published the same material in *The Daily Sentinel* at its then prevailing single insertion rate, plus:
- (b) the expense incurred by *The Daily Sentinel* (including attorney's fees) in enforcing this paragraph.

H. Errors in Advertising

1. Credits for errors in advertisements allowed for the first insertion only.
2. No allowance made for errors that do not materially affect the value of the advertisement.
3. Publisher is not liable for any errors in any published ad unless ample time has been given for correction before presstime. In such case if any error, if so noted in writing, is not corrected by the Publisher, his liability shall not exceed and shall be only in such proportion of the entire cost of such ad as the space occupied by the noted error bears to the whole space occupied by said ad.

I. Advertising Agencies/Commissions

Rates included in this rate card or in advertising agreements do not include any network sales commission, agency commissions, transaction or other such fees, which shall not be the responsibility of the Publisher unless approved by Publisher in writing.

Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.

J. Position Requests

1. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only.
2. Advertisements will not be accepted on an "either/or pull" basis.

Electronic Specifications

The preferred method for submitting an ad to run in *The Daily Sentinel* is by PDF. Produced properly, you are assured that your ad will print as you have designed it. *We do not recommend using PDFWRITER, Quark or Photoshop for making PDFs.* Please follow these procedures to ensure your PDF will reproduce correctly:

1. Make sure all your colors and color photos (200 dpi) are CMYK only. Convert all RGB, Spot or Pantone colors to CMYK before you begin making your postscript file.
2. Use **ACROBAT DISTILLER** to make a postscript file into a PDF.
3. You must embed ALL FONTS.
4. Your PDF can now be attached to an e-mail and sent to us.

PDFs should be version 1.3 (Acrobat 4) compatible and saved at 200 dpi.

Remember, we still must preflight your PDF. If there are significant problems with your PDF, it will be returned to you for revision, so please do not wait until the last moment to send it in to us.

If you are sending your ad originals to us, please use the following procedures:

Disks: CDs accepted for all formats. Disk should be labeled: Name of Agency, Customer Name, Publication & Date, Contact Person Name & Phone Number

Artwork: Include all artwork used to produce the ad.

Complete all appropriate knockouts/masking

Deadline: 2 working days prior to ad deadline.

Size: Ads must be built proportionate to final size.

Color: Use only process colors - CMYK (cyan, magenta, yellow, black). Please do not use spot, Pantone or RGB color systems.

We accept ads in these programs:

- **Adobe Illustrator CS3**
(all fonts must be outlined)
- **Adobe InDesign**
(all fonts must be outlined)

Acceptable text only files

- **(.doc)** Microsoft document
- **(.txt)** plain text
- **(.rtf)** rich text

We do not accept ads in these programs:

- **Corel Draw**
- **Quark XPress**
- **Microsoft Publisher**
(neither ads, artwork or text are accepted)
- **Microsoft Word ad documents**

We do not accept documents in these files:

- **Microsoft Office 2007** (.docx)
- **Microsoft Publisher** (.pub)
- **WordPerfect** (.wps)

If you have questions concerning electronic specifications, please contact Advertising Graphics for further clarification. See page 6 for e-mail addresses for ad submission.

Business Builder Pages

Grand Junction Area Chamber of Commerce

1 to 3x	\$103.00
6x	75.00

Super Coupon Savings Book



\$605 per coupon

for any advertisers running one or more coupons in one or two books per year

\$550 per coupon

for any advertiser running in three coupon books per year.

\$530 per coupon

for any advertiser running in four books per year.

\$520 per coupon

for any advertiser running in five books per year.

\$499 per coupon

for any advertiser running in all six books per year.

25% discount

for each additional coupon in any one book.

Enhance your company's visibility plus added coupon redemption by adding an on-line presence at **GJSentinel.com**.

2011

OCTOBER 2011

S	M	T	W	T	F	S
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	-	-	-	-	-

NOVEMBER 2011

S	M	T	W	T	F	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	-	-	-
-	-	-	-	-	-	-

DECEMBER 2011

S	M	T	W	T	F	S
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
-	-	-	-	-	-	-

2012

JANUARY 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

FEBRUARY 2012

S	M	T	W	T	F	S
-	-	-	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	-	-	-
-	-	-	-	-	-	-

MARCH 2012

S	M	T	W	T	F	S
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
-	-	-	-	-	-	-

APRIL 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	-	-	-	-	-
-	-	-	-	-	-	-

MAY 2012

S	M	T	W	T	F	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	-	-
-	-	-	-	-	-	-

JUNE 2012

S	M	T	W	T	F	S
-	-	-	-	-	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
-	-	-	-	-	-	-

JULY 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

AUGUST 2012

S	M	T	W	T	F	S
-	-	-	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	-
-	-	-	-	-	-	-

SEPTEMBER 2012

S	M	T	W	T	F	S
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	-	-	-	-	-	-

OCTOBER 2012

S	M	T	W	T	F	S
-	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	-	-	-
-	-	-	-	-	-	-

NOVEMBER 2012

S	M	T	W	T	F	S
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	-
-	-	-	-	-	-	-

DECEMBER 2012

S	M	T	W	T	F	S
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	-	-	-	-	-