

2013-2014

THE DAILY SENTINEL

# ADVERTISING RATE • CARD

2013 • Rate Card No. 73  
Effective December 1, 2013

THE DAILY  
SENTINEL  
GRAND JUNCTION, COLORADO

# THE DAILY SENTINEL

GRAND JUNCTION, COLORADO

Your Community News Source Since 1893

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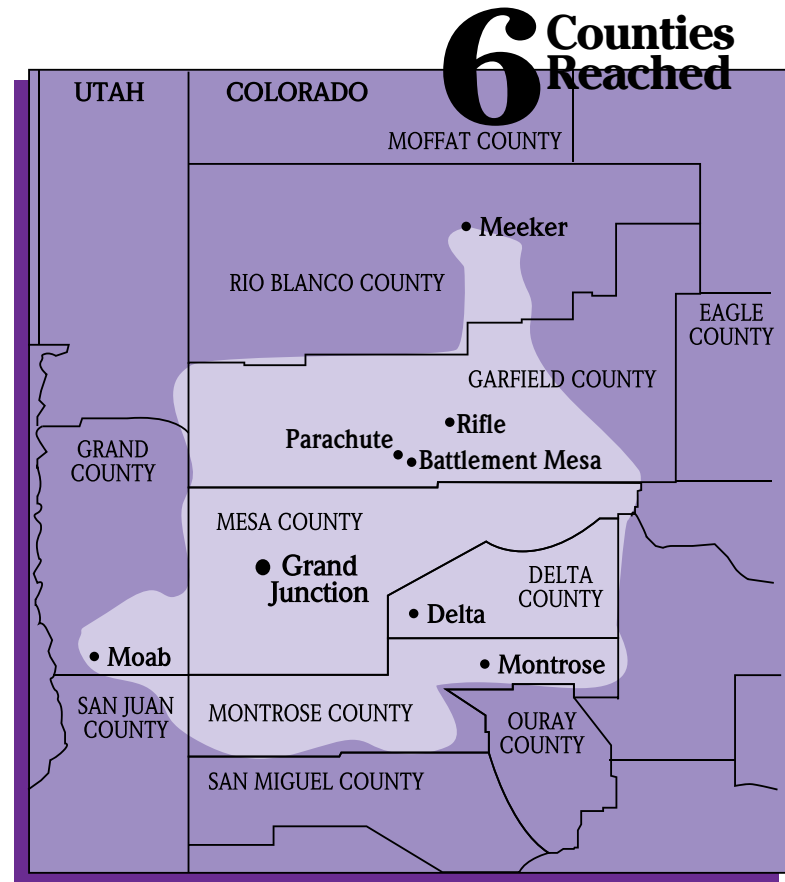
Classified (970) 242-1313  
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## Circulation

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

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## Special Days/Pages/Features

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

## Retail Display Deadlines

Publication Day	Proof
Sunday Business	Wednesday, Noon
Real Estate Weekly	Tuesday, Noon
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.
Out & About	Monday, Noon
Saturday	Thursday, Noon

\* Electronic ad submission deadlines are earlier than those above, please see page 13 for more information.

Cancellations not accepted after ad deadline.

NOTE: Holiday issues subject to advance deadlines.

## Dollar Volume Contracts

Advertisers who sign a Dollar Volume Contract receive a discount off of the Open Rate for local Retail Display, Modular Tab, Classified Display and Classified in-column advertising. Discounts are based on annual contracts, and apply to space charges only.

Dollar Volume Commitment Level	ROP & Classified Discount	Modular Tab Discount
\$3,640	30.00%	10.00%
\$4,160	30.35%	10.50%
\$4,784	30.70%	11.00%
\$5,512	31.05%	11.50%
\$6,344	31.40%	12.00%
\$7,280	31.75%	12.50%
\$8,424	32.10%	13.00%
\$9,672	32.45%	13.50%
\$10,920	32.80%	14.00%
\$13,000	33.15%	14.50%
\$14,560	33.50%	15.00%
\$17,160	33.85%	15.50%
\$19,240	34.20%	16.00%
\$22,360	34.55%	16.50%
\$26,000	34.90%	17.00%
\$29,640	35.25%	17.50%
\$34,320	35.60%	18.00%
\$39,000	35.95%	18.50%
\$45,240	36.30%	19.00%
\$52,000	36.65%	19.50%
\$59,280	37.00%	20.00%
\$68,640	37.35%	20.50%
\$79,040	37.70%	21.00%
\$90,480	38.05%	21.50%
\$104,000	38.40%	22.00%
\$119,600	38.75%	22.50%
\$135,200	39.10%	23.00%
\$156,000	39.45%	23.50%
\$182,000	39.80%	24.00%
\$208,000	40.15%	24.50%
\$239,200	40.50%	25.00%
\$280,800	40.85%	25.50%
\$322,400	41.20%	26.00%
\$364,000	41.55%	26.50%
\$426,400	41.90%	27.00%

## ROP Display Advertising

### OPEN RATE - ROP per column inch

Monday, Tuesday, Thursday, Saturday	\$31.76
Wednesday, Friday	\$32.71
Sunday	\$38.43

### OPEN RATE - ROP MODULAR AD SIZES

Modular Unit	Inches Wide	Inches Deep	M, T, Th, Sa	Wed, Fri	Sunday
FULL	11 7/8	20 3/4	\$3,801	\$3,915	\$4,600
5/6 ROP	9 7/8	20 3/4	\$3,168	\$3,263	\$3,833
3/4 ROP	11 7/8	15	\$2,715	\$2,797	\$3,286
2/3 ROP	7 7/8	20 3/4	\$2,534	\$2,610	\$3,067
1/2 H ROP	11 7/8	10 1/2	\$1,901	\$1,958	\$2,300
1/2 V ROP	5 7/8	20 3/4	\$1,901	\$1,958	\$2,300
1/3 ROP	3 7/8	20 3/4	\$1,267	\$1,305	\$1,533
1/4 ROP	3 7/8	10 1/2	\$950	\$979	\$1,150
1/4 H ROP	11 7/8	5 1/4	\$950	\$979	\$1,150
1/6 ROP	5 7/8	7	\$650	\$670	\$787
1/6 V ROP	1 7/8	20 3/4	\$650	\$670	\$787
1/8 ROP	5 7/8	5 1/4	\$495	\$510	\$599
1/8 V ROP	3 7/8	8	\$495	\$510	\$599
1/10 ROP	3 7/8	6	\$372	\$383	\$450
1/12 ROP	3 7/8	5 1/4	\$325	\$335	\$393
1/12 V ROP	1 7/8	10 1/2	\$325	\$335	\$393
1/16 ROP	3 7/8	4	\$248	\$255	\$300
1/16 V ROP	1 7/8	8	\$248	\$255	\$300
1/20 ROP	3 7/8	3	\$186	\$191	\$225
1/20 V ROP	1 7/8	6	\$186	\$191	\$225
Business Card	3 7/8	2	\$127	\$131	\$154
Banner	11 7/8	3	\$572	\$589	\$692

## Frequency Discounts

Ads that run multiple times within a 7 day period receive the following discounts:

2nd Ad in 7 Days	25%
3rd through 7th Ads in 7 Days	50%

## ROP Broadsheet 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

Frequency discounts apply to color rates.

## Tab Modular Ad Rates

### Out & About - Display

Contract Discounts Apply

Modular Unit	Modular Rate
FULL	\$1,432.00
1/2 H TAB	\$716.00
1/2 V TAB	\$716.00
1/4 TAB	\$358.00
1/4 H TAB	\$358.00
1/4 V TAB	\$358.00
1/8 H TAB	\$179.00
1/8 V TAB	\$179.00

### Special Tab Editions

Also publishes on GJSentinel.com

Contract Discounts Apply To Space Charges Only

Modular Unit	Modular Rate
FULL	\$1,482.00
1/2 H TAB	\$756.00
1/2 V TAB	\$756.00
1/4 TAB	\$393.00
1/4 H TAB	\$393.00
1/4 V TAB	\$393.00
1/8 H TAB	\$214.00
1/8 V TAB	\$214.00

### Modular Color Rates

Contract Discounts *Do Not* Apply

Modular Unit	Modular Rate
FULL	\$250.00
1/2 H TAB	\$200.00
1/2 V TAB	\$200.00
1/4 TAB	\$100.00
1/4 H TAB	\$100.00
1/4 V TAB	\$100.00
1/8 H TAB	\$50.00
1/8 V TAB	\$50.00

### Out & About - Restaurants

Contract Discounts Apply

Modular Unit	Restaurant Contract
FULL	\$1,080.00
1/2 H TAB	\$540.00
1/2 V TAB	\$540.00
1/4 TAB	\$270.00
1/4 H TAB	\$270.00
1/4 V TAB	\$270.00
1/8 H TAB	\$135.00
1/8 V TAB	\$135.00



### Special Stitch & Trimmed Magazines

Also publishes on GJSentinel.com

Contract Discounts *Do Not* Apply

Modular Unit	Modular Rate
GLOSSY BACK COVER*	\$1,995.00
GLOSSY INSIDE COVER*	\$1,875.00
FULL	\$1,625.00
1/2 H TAB	\$828.00
1/2 V TAB	\$828.00
1/4 TAB	\$429.00
1/4 H TAB	\$429.00
1/4 V TAB	\$429.00
1/8 H TAB	\$232.00
1/8 V TAB	\$232.00

\*Glossy Covers Include Full Color.

## 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
	20,000	122.00	50,000	102.00

70lb. 4 pages (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
	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 10 mil. 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.

## Classified Rates

### OPEN RATE Per Inch

Open	\$42.25
Open Employment	\$52.50
Legal Rate	\$1.75/line

### ANNUAL CLASSIFIED CONTRACT RATES (NET)

Contract advertisers will receive a 20% discount off of the above open rates.

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

## Real Estate Weekly Rates <sup>8-Column</sup> <sub>Broadsheet</sub>

*Real Estate Weekly* publishes in print every Sunday in *The Daily Sentinel*, with additional rack distribution the Saturday prior. *Real Estate Weekly* also appears in the E-Edition and is linked online from *GJRealEstateWeekly.com*.

Size	1x	12x	24x	52x
1/12 page	\$ 340.00	\$ 310.00	\$ 290.00	\$ 250.00
1/6 page	680.00	620.00	580.00	500.00
1/4 page	840.00	776.00	736.00	640.00
1/2 page	1,660.00	1,532.00	1,452.00	1,260.00
2/3 page	2,200.00	2,020.00	1,920.00	1,660.00
Full page	2,860.00	2,604.00	2,444.00	1,860.00

*Includes color. No additional dollar volume discounts.*

### Real Estate Weekly Ad Measurements:

1/12 Page	5.8425" x 3.25"	1/2 Page V:	5.8425" x 21"
1/6 Page:	5.8425" x 6.75"	2/3 Page:	11.8325" x 14"
1/4 Page:	5.8425" x 10.5"	Full Page:	11.8325" x 21"
1/2 Page H:	11.8325 x 10.5"		

## Classified Special Services

### Hot Link

Link the online version of your classified liner ad to your website or email address. \$10.00

### Service Directory

\$82.50 per month for a 25 word ad and includes *GJSentinel.com*. Additional words extra.

### 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> .....	Tuesday, Noon
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, 2 p.m.
Monday .....	Friday, 3 p.m.
Tuesday.....	Monday, 2 p.m.
Wednesday.....	Tuesday, 2 p.m.
Thursday.....	Wednesday, 2 p.m.
Friday .....	Thursday, 2 p.m.
Saturday .....	Friday, 10 a.m.

*Holiday issues are subject to advanced deadlines.*

## Classified Mechanical Measurements

Columns	Picas	Inches
1	8	1.350
2	17	2.848
3	26	4.345
4	35	5.843
5	44	7.340
6	53	8.838
7	62	10.335
8	71	11.825

- Page Top Display Ad \$110 per month**
  - 728 x 90 Leaderboard Ad
  - Rotates up to 6 positions
  - Click through to your company's website
- Premium Placement Display Ad \$125 per month**
  - 300 x 250 rectangle ad
  - Rotates up to 6 positions
  - Click through to your company's website
- Now Hiring Links \$50 per month**
  - Text link to your company's website

Please Call (970) 256-4297 for employment advertising print and online packages.

**the daily sentinel**  
**gjcareers.com**  
 to advertise, call (970) 242-1315, Monday - Friday 8-5 • log on anytime to www.gjcareers.com

**MESA COUNTY**  
 You're just 12 weeks from a recession-proof job!

**StarTek BRAND WARRIORS**  
 Customer Service Experts

Title	Description	Salary
Customer Service Agent	Assists customers with product and service inquiries. Provides excellent customer service and maintains a positive attitude.	\$8.00/Hour
Call Support Center	Assists customers with product and service inquiries. Provides excellent customer service and maintains a positive attitude.	\$10.00/Hour
Human Resources Coordinator	Provides administrative support to the Human Resources Department. Performs clerical duties and maintains employee records.	Progression
Technical Support Representative	Assists customers with technical issues and provides product demonstrations. Provides excellent customer service and maintains a positive attitude.	\$10.00/Hour

**HILLTOP**  
 Leading through action to make a difference for people of all ages.

**Administrative Assistant/Dispatcher**  
 Support services to the business who can interact, practice the work of others and be a positive member of our maintenance team. The Administrative Assistant/Dispatcher is responsible for ensuring work orders are entered and communicated to our maintenance team with the appropriate priority that, along with job coordination, managing the addition and other administrative duties. This is a full-time position and includes benefits. \$20.00.

**Assignment Status:**  
 Hilltop is being a leading part-time dispatcher to provide administrative coverage to the entire Hilltop location to assist with supporting the building during planned and all-time emergency closures of our administrative staff. The individual will need to be up to the challenge of learning the individual administrative needs of each of our three locations that range from the Corporate Office to our three Camps, which provides residential services to low-income adults and transitional youth populations. \$20.00.

For more information or to apply visit:  
 12271 Riverside Avenue, Grand Junction www.hilltop.org

**MESA COUNTY WORKFORCE CENTER CAREER SOLUTIONS**  
 Open the Toolbox of Opportunity

**Now Training:**

- Personal Care Providers
- CNAs
- Truck Drivers
- On-the-Job Training Opportunities
- And More!

Come in Today to See if You Qualify!  
 Workforce Development & Economic Development

2897 North Avenue, Grand Junction, CO 81401  
 970.248.0871  
 www.workforcecenter.mesacounty.gov

GJCareers

What a great way to find employees!

Make the most of your employee recruitment dollars with a results-oriented employment package.

Full color display ad on Sunday & Wednesday, In-Column Sentinel Weekly ad on Wednesday. 1x2 liner ad Monday - Saturday...PLUS 30 days online on Aftercollege.com and 7 days online at GJSentinel.com with an Online Top Jobs listing.

**Eighth Page:**  
 5 3/4" x 4 1/4" **\$720.00**  
 Additional Day Display Ad \$140

**Quarter Page:**  
 5 3/4" x 8 3/4" **\$1,060.00**  
 Additional Day Display Ad \$275

**Half Page:**  
 11 7/8" x 8 3/4" **\$1,450.00**

**Full Page:**  
 11 7/8" x 17 3/4" **\$2,850.00**

Business Builder Pages

Grand Junction Area Chamber of Commerce

Publishes every Monday. 3 7/8" x 2.5" ad.

1 to 3x	\$103.00
6x	\$ 77.00

Health & Wellness

Publishes every Tuesday. 3 7/8" x 6 3/4" ad.

27 to 52x	\$209.00
14 to 26x	\$229.00
1 to 13x	\$259.00

Home & Garden

Publishes every Saturday, April - October

3 7/8" x 3 1/4"	3 7/8" x 6 3/4"
-----------------	-----------------

27+	\$110.00	\$209.00
14 to 26x	\$120.00	\$229.00
1 to 13x	\$135.00	\$259.00

ROP Frequency Programs

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	15 Days	30 Days
2	\$420.00	\$750.00
4	\$840.00	\$1,500.00
6	\$1,260.00	\$2,250.00

Holiday Rates

On Thanksgiving, our Sunday circulation is provided to our subscribers. Sunday display ROP and pre-print rates apply.

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.

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 online presence at **GJSentinel.com**.

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. Deadline 3 weeks prior to publication day.

	Process Color
Full Run Daily	\$60.00 cpm
Full Run Sunday	\$65.00 cpm
Zone Charge*	\$10.00 cpm
30,000+ (minimum 10,000 per drop)	

\* 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.

# 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	\$ 100.00	\$ 45.00
1/4 page	170.00	75.00
3/8 page	230.00	105.00
1/2 page	315.00	130.00
3/4 page	435.00	190.00
Full page	600.00	250.00

### Full Color Ads

	Regular New Ad Rates	Daily Sentinel Pickup Ad Rates
1/8 page	\$125.00	\$ 70.00
1/4 page	225.00	125.00
3/8 page	315.00	180.00
1/2 page	430.00	230.00
3/4 page	600.00	340.00
Full page	800.00	450.00

### 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.

# GJSentinel.com

The Daily Sentinel's website, *GJSentinel.com* is the Grand Valley's most visited website, averaging over 245,000 page views and 157,000 unique users a month.\*

*GJSentinel.com* provides a variety of sponsorship and advertising opportunities. Please contact The Daily Sentinel Digital Specialist at 256-4387 to develop the best marketing plan for your business.

\*Jan.-Sept. 2013 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 18,500 unique users viewed over 85,200 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.

\*September 2013 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 pica white space between columns*

ROP = 6 columns

Classified = 8 columns

Page Depth: 21 inches

Double Truck (Centerfold ROP):

13 columns - 24.4375" x 21" (146 picas)

See page 13 for electronic ad submission specifications.

# Retail - ROP Mechanical Measurements

Columns	Picas	Inches
1	11	1.833
2	23	3.833
3	35	5.833
4	47	7.833
5	59	9.833
6	71	11.833

# 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 13 for electronic ad submission specifications.



# Modular Tab Specs

## Tab Mechanical Specifications

1/8 page horizontal	4.916" wide x 2.875" high
1/8 page vertical	2.375" wide x 5.875" high
1/4 page standard	4.916" wide x 5.875" high
1/4 page horizontal	10" wide x 2.875" high
1/4 page vertical	2.375" wide x 11.833" high
1/2 page horizontal	10" wide x 5.875" high
1/2 page vertical	4.916" wide x 11.833" high
Full page	10" wide x 11.833" high
Center Spread	21" wide x 11.833" high

## Stitched & Trimmed Magazine Mechanical Specs

1/16 page horizontal (1 unit)	2.291" wide x 2.5" high
1/8 page horizontal (2 u 1)	4.75" wide x 2.5" high
1/8 page vertical (1 u 2)	2.291" wide x 5.25" high
1/4 page standard (2 u 2)	4.75" wide x 5.25" high
3/8 page horizontal (2 u 3)	4.75" wide x 8" high
3/8 page horizontal (3 u 2)	7.208" wide x 5.25" high
9/16 page horizontal (3 u 3)	7.208" wide x 8" high
1/2 page horizontal (4 u 2)	9.66" wide x 5.25" high
1/2 page vertical (2 u 4)	4.75" wide x 10.75" high
3/4 page horizontal (4 u 3)	9.66" wide x 8" high
3/4 page vertical (3 u 4)	7.208" wide x 10.75" high
Full page (4 u 4)	9.66" wide x 10.75" high

## Stitched & Trimmed Program 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

## Stitched & Trimmed Directory 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 except to affiliates of advertiser, but not without written consent of the Publisher.

6. Advertiser and/or Agency agree to receive both faxes and emails 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 not caused by Publisher.
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 reasonably 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 except for any intellectual property included in such advertisements which are the sole property of the advertiser.
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 except that rates negotiated per any agreement between Publisher and advertiser shall be in force for the duration of such agreement and may not be modified unless mutually agreed to by the parties in writing.

### 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 at Publishers reasonable discretion after consulting advertiser.
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 unless said error was caused by the gross negligence or willful misconduct of Publisher.

### 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 unless said claims arise as the result of the gross negligence or willful misconduct of 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 proportional 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.*

## 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 listed to the left.

### 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. Email submissions

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

Real Estate please use:

[graphics@gjsentinel.com](mailto:graphics@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.

SECTION	FOCUS/EVENT
JANUARY	<b>Super Coupon Savings Book #1</b> <b>Health Services Directory</b> <b>Chamber Business Update</b> Coupons mailed directly to Mesa County households Local health-related businesses Local business/community
FEBRUARY	<b>Energy Forum &amp; Expo</b> <b>Ride</b> <b>West of 50</b> Event - Energy industry, community impact Local biking guide Information and entertainment for consumers 50+
MARCH	<b>HBA Home Improvement &amp; Remodeling Expo</b> <b>Super Coupon Savings Book #2</b> <b>Portrait - Volume 1 &amp; 2</b> <b>Behind the Lens</b> <b>Energy Focus</b> <b>Business Biographies</b> Event - Ideas and resources for homeowners Coupons mailed directly to Mesa County households Features on local citizens making an impact in our community Our annual portfolio of Daily Sentinel photographer's favorite shots Business / community / energy industries Local business success stories
APRIL	<b>Grand Valley Open House Weekend</b> <b>Spring Home &amp; Garden</b> Largest homes for sale open house event in the community Outdoor home improvement
MAY	<b>Super Coupon Savings Book #3</b> <b>Vacationland</b> <b>JUCO</b> <b>West of 50 Social Security</b> Coupons mailed directly to Mesa County households Regional vacation recreation destinations Event - Junior College Baseball World Series Benefit & financial planning for consumers 50+
JUNE	<b>Relay For Life</b> <b>Music Festival Guide</b> <b>Summer Home Improvement</b> Event - Community / medical - fundraising and support Event - Regional music festival / entertainment guide Fix-ups for inside and out
JULY	<b>Super Coupon Savings Book #4</b> <b>Mesa County Fair</b> <b>How To Guide</b> <b>West of 50 Resource Directory</b> Coupons mailed directly to Mesa County households Event - Local festival / agriculture / entertainment Consumer experts on exclusive topics Local business directory for consumers 50+
AUGUST	<b>Back to School</b> <b>Colorado Hunter</b> <b>Palisade Peach Festival</b> <b>Users' Guide</b> <b>Football</b> Local school district resource guide Regional hunting guide Event - Local festival / entertainment / agriculture Newcomer and community resource guide High School and College
SEPTEMBER	<b>Wine Fest</b> <b>Super Coupon Savings Book # 5</b> <b>Parade of Homes</b> <b>Fruita Fall Festival</b> Event - Regional wine / culinary festival Coupons mailed directly to Mesa County households Event - best of local builders / home improvement industry Event - local festival / entertainment
OCTOBER	<b>Fall Home Improvement</b> <b>West of 50 Senior Fair</b> <b>On The Go</b> <b>Where We Worship</b> Approaching cold weather outdoor/Indoor home improvement Event - 50+ lifestyle / health resource New models / area auto, sports and recreation dealerships Places of Worship
NOVEMBER	<b>Super Coupon Savings Book #6</b> <b>Best Of The West</b> <b>Ski &amp; Boarding Guide</b> <b>Downtown Section</b> (5 insert dates) <b>Gift Book</b> Coupons mailed directly to Mesa County households Readers choice for local entertainment / businesses Regional ski areas Holiday shopping and events in Downtown Holiday shoppers
DECEMBER	<b>Out &amp; About for the Holidays</b> Holiday shoppers

View all of our special sections online at [GJSentinel.com/Magazines](http://GJSentinel.com/Magazines).



# 2013

## OCTOBER 2013

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 2013

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 2013

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	-	-	-	-
-	-	-	-	-	-	-

# 2014

## JANUARY 2014

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 2014

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	-
-	-	-	-	-	-	-

## MARCH 2014

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 2014

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 2014

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 2014

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 2014

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 2014

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 2014

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 2014

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 2014

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 2014

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	-	-	-
-	-	-	-	-	-	-

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