### Advertising Rates

**January 1, 2019**

#### 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 ........ $4.40
  - 775-1032 ............ $4.84
  - 517-774 ............. $5.20
  - 388-516 ............. $5.56
  - 259-387 ............. $5.92
  - 130-258 ............. $6.28
  - 65-129 .............. $6.72
  - 30-64 ............... $7.04
  - 16-29 ............... $7.40

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.

#### 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.

#### Preprinted insert rates

Rates are net.

<table>
<thead>
<tr>
<th>Sentinel</th>
<th>Per 1,000</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,700</td>
<td>$48</td>
<td>$177.60</td>
</tr>
<tr>
<td>2,500</td>
<td>$54</td>
<td>$199.80</td>
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<tr>
<td>1,250</td>
<td>$57</td>
<td>$210.90</td>
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<tr>
<td>750</td>
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<td>375</td>
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<td>150</td>
<td>$69</td>
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<tr>
<td>100</td>
<td>$72</td>
<td>$266.40</td>
</tr>
<tr>
<td>50</td>
<td>$75</td>
<td>$277.50</td>
</tr>
</tbody>
</table>

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”x11”.

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

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

**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.
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 33 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. Tuesday; Friday'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. Digital tearsheets provided free by request.
9. Delivery of monthly billing statements and invoices by e-mail.

Special services, features
Free layouts, designs and artwork for all advertising. Proofs will be provided upon request. 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.

Fulton County's only daily newspaper.
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