

# Sierra County SENTINEL

A subsidiary of GPK Media, LLC

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1747 East Third • P.O. Box 351 • Truth or Consequences, New Mexico 87901

(575) 894-3088

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## DISPLAY ADVERTISING RATES

CALENDAR MONTH VOLUME – SCHEDULE OF EARNED RATES

EFFECTIVE July 1, 2009

1 to 25 col. inch .....	\$3.75
26 to 74 col. inch .....	\$3.45
75 to 99 col. inch .....	\$3.30
100 to 249 col. inch .....	\$3.15
250 to 499 col. inch .....	\$3.00
500 to 799 col. inch .....	\$2.65
800 col. inch and up .....	\$2.50

(ABOVE ARE NON-COMMISSIONABLE RATES)

**CONTRACT RATES AVAILABLE • BROKEN CONTRACTS PRO-RATED AND BILLED ACCORDINGLY**

COLOR: \$100 per fountain, extra {CMYK} (FULL COLOR UPON REQUEST • SHARE & SAVE!)

PREFERRED POSITION: 20¢ per column inch, extra

AGENCY RESPONSIBLE FOR ALL ADVERTISING PLACED

### NATIONAL RATES (Commissionable)

Standard Flat Line (14 Lines To inch) ..... **40¢**

NO COMMISSIONS PAID ON ACCOUNTS OVER 60 DAYS

SAU.....**\$6.00** col. inch

2% Cash With Order Discount

### CLASSIFIED ADS:

\$7.00 minimum for first 25 words and 30¢ per word thereafter.

Box – \$1.00 extra per insertion.

Boxed and Screened – \$2.00 extra for first insertion; \$1.00 each additional insertion.

Billing Charge (per month) \$2.00 – CASH WITH ORDER, UNLESS CREDIT IS ESTABLISHED.

### INSERTS:

5,000

6 Pages and under.....\$240

8 and 10 Pages ..... \$265

12 Pages or more ..... \$290

Booklets/Magazine .....Various according to size / upon request

[The above are non-commissionable rates

**INSERTS MUST BE RECEIVED 7 DAYS PRIOR TO INSERTION.**

### TERMS AND CONDITIONS

POLITICAL ADVERTISING: Cash With Copy

TRANSIENT/AMUSEMENT: Cash With Copy

BARS/NIGHT CLUBS: Cash With Copy

OUT OF TOWN BUSINESSES: First Insertion, Cash With Copy

**NOTICE:** A makeup fee will be charged for any ad that is made up at the business's request, and is not run. The same applies for any pictures that are taken.

### CONTRACT RATES NEGOTIABLE

**PAYMENT:** Bills are rendered on the first of each month following publication. Advertising rates do not include tax. All accounts are due and payable within 30 days. A 1.5% (\$1.00 minimum) carrying charge will be added on unpaid balance carried forward.

No commissions paid on agency accounts over 60 days.

**PROOF:** (ERROR/OMISSION, MAKE GOOD) Proof to advertiser is for the purpose of correcting errors, but not for additions or changes in original copy. In event of typographical errors/omissions, after proof has been shown, publisher assumes "make good" only for the part of the ad in which error/omission occurs. Adjustments will be made only to the extent of re-running or credit for incorrect portion.

**ADVERTISING MATERIAL:** The subject matter, form, size, wording, illustrations and typography of any advertisement shall be subject to approval of the publisher, but unless otherwise authorized in advance, no change shall be made without advertiser's consent.

**MECHANICAL DATA:** Page Size 6 columns (11-1/2") by 21 inches. (127 column inches net). Column: 1.78 inches.

**DEADLINE: 5:00 p.m. Tuesday.**

*Smile – God Loves You!*

**WE APPRECIATE YOUR BUSINESS**