

The McPherson Sentinel

2015 Rate Card

Phone: (620) 241-2422

Fax: (620) 241-2425

Display Open rates	
Retail Display.....	\$14.50
Classified Display.....	\$15.00
The Shopper.....	\$9.00
Legal Ad Rate	call for prices
National Rate.....	\$16.25
Nonprofit Rate.....	\$10.00
<i>(must supply a 501c3 form)</i>	

Color Rates
Minimum ad size 3 x 5".
Color charge is \$3 pci.
Maximum color charge is \$200.
Rates are based on availability.
Please contact your multimedia sales executive for availability.

Classified Line Ads
Classified line ads are charged on a per-line, per day basis, with discounts for multiple runs.
Call our classified executive for a quote.
Co-Sponsor Rate.....\$6.00 ask for details

Deadlines		
Publication Day	Display Copy	Classified Liners
Tuesday.....	Friday 1 pm.....	Monday, noon
Wednesday.....	Monday 1 pm.....	Tuesday, noon
Thursday.....	Tuesday 1 pm.....	Wednesday, noon
Friday.....	Wednesday 1 pm.....	Thursday, noon
Saturday.....	Thursday 1 pm.....	Friday, noon
The Shopper.....	Thursday 1 pm.....	Thursday, noon

Shopper Rates
Pick Up Rate \$8.00
The Shopper is a broadsheet sized publication hand-delivered in Harvey and McPherson County to non-subs and available in boxes within Harvey County. You can achieve total market coverage when you combine the Shopper with your McPherson Sentinel advertising.

Dollar Volume Contract Rates	
<u>Column Inch Rate</u>	
No Agreement.....	\$14.50
\$1,000 - \$1,999.....	\$13.75
\$2,000 - \$3,999.....	\$13.00
\$4,000 - \$5,999.....	\$12.25
\$6,000 - \$9,999.....	\$11.50
\$10,000 and up.....	\$10.00

Weekly Frequency Rates		
Weekly Ad frequency Discounts PCI Rates (No Changes)		
Open One Day Rate	\$14.50 pci	
2nd Day Rate.....	\$10.88 pci	25% Discount
3rd Day Rate	\$ 7.25 pci	50% Discount
4th Day Rate	\$ 7.25 pci	50% Discount
5th Day Rate	\$ 7.25 pci	50% Discount
Min. Ad size of 2 x 5" or 10"		
<i>Frequency rate does not apply to employment ads.</i>		

Specifications		
Standard ROP Sizes:	Tabloid Sizes:	Online Sizes:
6 Columns by 21" (126 Total Inches)	4 Columns by 10" (40 Total Inches)	Top Banner..... 728 x 90
1 Column..... 1.5"	1 Column 2.25"	Bottom Banner.. 728 x 90
2 Columns..... 3.1875"	2 Columns 4.75"	Block..... 300 x 250
3 Columns..... 4.875"	3 Columns 7.50"	Tile..... 300 x 100
4 Columns..... 6.4375"	4 Columns 10.0"	Postage Stamp... 120 x 60
5 Columns..... 8.25"		Weather..... 120 x 60
6 Columns..... 10.0"		Curl..... Page Curl

South Central Kansas Shopper's Guide	
Open rate	\$9.00 pci
Published every Tuesday	
Harvey County Zone	5,800
McPherson County Zone	4,200

Two counties, one low rate!

Insert Rate	
Cost per Thousand	\$70.00
4 Tab (2 STD)	\$72.00
8 Tab (4 STD)	\$74.00
12 Tab (6 STD)	\$76.00
16 Tab (8 STD)	\$78.00

Online Rates		
Monthly Rates		
Position	Size	Monthly
Leaderboard.....	728 x 90	\$99
Med. Rectangle.....	300 x 250	\$99
Small Rectangle.....	300 x 100	\$99
<i>Below the Fold</i>		
Leaderboard.....	728x90	\$79
Position	Size	<u>1X</u>
Mobile.....		\$99

All Digital Advertising is a minimum 3 month contract unless otherwise noted.

All online ads run for 30 days except for Page Swirls which run in 24 hour blocks

Special Newsprint & Online Promotions				
Position	Size	3-Months	6-Months	Annual (12)
Find-N-Save	Coupons	\$150	\$125	\$100
Ontarget.....	15,000 impressions for Only \$120 (5 zip codes of the clients choice)			

Special Niche Products and Services		
Rack Cards - Mini Billboards	(11 x 17 laminated cards, 30 days)	Only \$500
Spaces & Places	Weekly Real Estate Tab published each Friday	
WePrints	We Design, We print, We Deliver. One LOW cost.	
Community Calendar	Publishes every Saturday	
Business & Service Directory	(1 x 1 ads run 24 days in paper, 4 Shoppers and daily online. Only \$125	
Front Page Stick-on Post-it	.. Only \$105 CPM (includes printing and stick-on) 3" x 3"	
Front Page Sticky Note Ads	Call for availability (full color) Only \$50	(Ad size: 2 col. x 2.25")
Large Bottom Front Page Banner Ads	.. Only \$180	(Ad size: 6 col. x 3")
Small Bottom Front Page Banner Ads	.. Only \$100	(Ad size: 6 col. x 1.50")
Small Bottom Sports Page Banner Ads	.. Only \$ 75	(Ad size: 6 col. x 1.50")

Other AdNet Area Newspapers		
<i>Increase your audience by adding one or more of the following newspapers to your advertising investment.</i>		
1. The Newton Kansan	4. The Augusta Gazette	7. The Pratt Tribune
2. The Eldorado Times	5. The Andover American	8. The Dodge City Globe
3. The Eldorado Shopper	6. The Wellington Daily News	9. The Pittsburg Morning Sun