

Lee Central California Newspapers

2007-2008 Advertising Rate Card

Retail

Effective December 31, 2007

	Sentinel Daily	Sentinel Sunday	Selma/ Kingsburg	Coalinga Record	LNAS Eagle	Lemoore Advance	Las Noticias	CVG Central	CVG West	CVG North
Open Rate	\$ 23.50	\$ 25.35	\$ 10.65	\$ 7.50	\$ 10.75	\$ 8.50	\$ 9.50	\$ 6.35	\$ 6.35	\$ 7.40
\$1,000	\$ 17.50	\$ 19.60	\$ 9.05	\$ 6.35	\$ 8.50	\$ 6.50	\$ 8.45	\$ 5.30	\$ 5.30	\$ 6.35
\$2,500	\$ 16.70	\$ 18.80	\$ 8.55	\$ 6.10	\$ 8.25	\$ 6.20	\$ 8.20	\$ 5.09	\$ 5.09	\$ 6.10
\$5,000	\$ 15.90	\$ 18.00	\$ 8.00	\$ 5.85	\$ 7.95	\$ 5.85	\$ 7.95	\$ 4.80	\$ 4.80	\$ 5.85
\$7,500	\$ 15.10	\$ 17.10	\$ 7.40	\$ 5.35	\$ 7.45	\$ 5.25	\$ 7.35	\$ 4.55	\$ 4.55	\$ 5.60
\$10,000	\$ 14.25	\$ 16.35	\$ 6.65	\$ 4.85	\$ 6.95	\$ 4.65	\$ 6.70	\$ 4.25	\$ 4.25	\$ 5.30
\$15,000	\$ 13.45	\$ 15.90	\$ 6.60	\$ 4.85	\$ 6.95	\$ 4.65	\$ 6.70	\$ 4.25	\$ 4.25	\$ 5.30
\$25,000	\$ 12.95	\$ 15.00	\$ 6.60	\$ 4.85	\$ 6.95	\$ 4.65	\$ 6.70	\$ 4.25	\$ 4.25	\$ 5.30
\$50,000	\$ 11.85	\$ 13.75	\$ 6.60	\$ 4.85	\$ 6.95	\$ 4.65	\$ 6.70	\$ 4.25	\$ 4.25	\$ 5.30

Central Valley Guide (CVG) are non-subscriber products delivered every Wednesday

*Rates are per column inch (PCI)

Retail Advertising Guidelines

Agreements are based on annual revenue commitments
 Discounts apply only for customers with signed agreements
 No discounts may be applied to Sunday advertising

Internet Pick Up Rates (One Week)

Up to 1/4 Page \$8
 1/2 Page \$15
 Full Page \$40

Non-Profit/Special Section/Theme Page Rates

Non-profit, Church, Schools, Clubs, Political
 (Must provide non-profit tax ID to qualify)

Color Rates

Black plus 1 color \$200
 Full Process color \$275

Multi-Ad Publication Discounts

Discounts apply to contract advertiser ads which run in The Sentinel or Lee Central California Weekly newspapers within a 7 day period:

3 insertions per week	5%	7 insertions per week	20%
5 insertions per week	10%	9 insertions per week	35%



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