

# The Sentinel-News

## 2021 Rates, Circulation & Deadlines

703 Taylorsville Road, Shelbyville, KY 40065 • 502-633-2526 • www.SentinelNews.com

### AGREEMENTS

Level 1: Run 1x

Level 2: Run 6 weeks WITHIN 12 WEEKS

Level 3: Run 13 weeks WITHIN 26 WEEKS

### SALES REPRESENTATIVES

**Victoria Schreiner** Ad Rep  
victoria@sentinelnews.com

**Kelli Borders** Ad Rep  
kelli@sentinelnews.com

**Mary Dale Hipple** Classified Manager  
mdhipple@sentinelnews.com

**All retail rates  
include our online  
Marketplace.**

### 2021 Modular Rates - January 1, 2021



## ADJACENT JEFFERSON COUNTY Cluster

### 1 MARKET BUY

NEWSPAPER OR SHOPPER	Non-Modular OPEN	Level 1						Level 2 (6 week rates)						Level 3 (13 Week Rates)					
		2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page
Anderson News	11.61	60	110	145	250	455	810	50	90	120	205	380	680	45	80	105	185	335	600
Henry Co. Local	11.25	45	90	115	205	370	650	40	75	100	175	330	580	35	65	90	155	300	530
KY Standard (S,W or Shopper)	14.81	70	160	230	400	795	1345	60	130	185	345	640	1080	50	115	160	290	540	905
KY Standard (Any 2 editions)	28.88	105	245	360	675	1270	2145	85	200	290	545	1020	1720	75	170	245	455	855	1440
KY Standard (2 + shopper)	42.97	120	285	405	770	1395	2400	100	245	335	645	1145	1975	90	210	290	560	980	1700
Oldham Era	13.09	60	135	175	305	515	915	50	110	135	235	405	725	45	100	125	215	380	680
The Pioneer News (Wed)	12.10	55	100	135	245	440	790	50	90	120	205	380	680	45	80	105	185	335	600
The Pioneer News & Shopper (Mon)	18.13	80	155	205	370	670	1200	70	130	175	310	565	1015	60	115	155	275	500	900
Pioneer (M&W) & Shopper (Mon)	25.20	105	200	270	490	890	1595	90	170	230	415	755	1355	80	155	205	365	665	1195
The Sentinel News (WorF) or Shopper	14.02	60	105	140	265	445	795	50	90	120	225	380	680	45	80	110	185	335	600
The Sentinel News (Any 2 editions)	21.89	85	160	210	390	675	1205	70	130	175	325	565	1015	60	115	155	275	500	900
The Sentinel-News (All 3 editions)	28.35	105	200	270	500	885	1595	90	170	230	430	755	1355	80	155	205	365	665	1195
Spencer Magnet	9.84	45	90	115	205	370	650	40	70	95	170	305	545	35	65	85	150	270	480

### 2+ MARKET BUY

NEWSPAPER OR SHOPPER	Non-Modular OPEN	Level 1						Level 2 (6 week rates)						Level 3 (13 Week Rates)					
		2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 BusinessCard	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page
Anderson News	11.61	55	100	130	225	410	730	45	80	110	185	345	615	40	75	95	165	300	540
Henry Co. Local	11.25	45	80	105	180	340	890	35	65	85	155	275	490	35	60	75	135	245	435
KY Standard (S,W or Shopper)	14.81	65	145	210	385	715	1210	55	120	165	310	575	975	45	105	145	260	485	815
KY Standard (Any 2 editions)	28.88	95	220	325	610	1145	1930	75	180	260	490	920	1550	70	155	220	410	770	1295
KY Standard (2 + shopper)	42.97	105	255	365	700	1260	2160	90	220	300	580	1030	1780	85	190	260	495	880	1530
Oldham Era	13.09	60	125	160	270	460	820	45	100	120	210	365	655	40	90	115	195	345	615
The Pioneer News (Wed)	12.10	50	90	120	220	395	710	45	80	110	185	345	615	40	75	95	165	300	540
The Pioneer News & Shopper (Mon)	18.13	75	140	185	335	605	1080	65	120	160	280	510	915	55	105	140	250	450	810
Pioneer (M&W) & Shopper (Mon)	25.20	95	180	245	440	800	1435	80	155	210	375	680	1220	75	140	185	330	600	1075
The Sentinel News (WorF) or Shopper	14.02	55	95	125	235	400	715	45	80	110	205	345	615	40	75	95	175	300	540
The Sentinel News (Any 2 editions)	21.89	80	145	190	355	610	1085	65	120	160	305	510	915	55	105	140	260	450	810
The Sentinel-News (All 3 editions)	28.35	95	180	245	465	795	1435	80	155	210	395	680	1220	75	140	185	345	600	1075
Spencer Magnet	9.84	45	80	105	180	340	590	35	65	85	155	275	490	30	60	75	135	245	435

Color Rates (Excluding Etown)	\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200
Etown Color Rates	\$75	\$75	\$75	\$100	\$175	\$250	\$75	\$75	\$75	\$100	\$175	\$250	\$75	\$75	\$75	\$100	\$175	\$250

Above Color Rates are Per Paper, Per Pub Date

PREPRINTED INSERTS

The Sentinel-News

The Sentinel-News Plus

Primary Market Area:

40065

- Subscriber and paid news rack distribution
- Readership: 10,000

Primary Market Area:

40065

- Total Market Coverage
- Readership: 44,332

PREPRINT RATES - FLAT RATE	Card Insert	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab	40-Tab
The Sentinel-News	\$320	\$410	\$460	\$510	\$560	\$610	\$660	\$710	\$760	\$810	\$860
The Sentinel-News Plus < />=10,000	\$550	\$600	\$650	\$700	\$750	\$800	\$850	\$900	\$950	\$1,000	\$1,050
The Sentinel-News Plus >10,000	\$990	\$1,040	\$1,090	\$1,260	\$1,310	\$1,360	\$1,410	\$1,460	\$1,510	\$1,560	\$1,610

All rates apply regardless of the quantity sent. For each additional 4-pages above 40-pages add \$50. Prices are non-commissionable. Preprint contract rates available.

Max. size 12" X 12" flat sheet, non folded for inserts. Fold if larger than 12" X 12" or thinner than .005. Preprint inserts with weights exceeding newsprint weight are subject to a surcharge equal to the applicable mail rate. Inserts must be delivered to: Standard Publishing, 455 North Buckman Street, Shepherdsville, KY 40165

PERSONNEL	
Anna St. Charles.....	Publisher, General Manager
anna.stcharles@sentinelnews.com	
Todd Martin.....	Editor
tmartin@sentinelnews.com	
Victoria Schreiner.....	Advertising Representative
victoria@sentinelnews.com	
Kelli Borders.....	Advertising Representative
kelli@sentinelnews.com	
Mary Dale Hippie.....	Classified Manager
classified@sentinelnews.com	
Tammy Shaw.....	Staff Reporter
tshaw@sentinelnews.com	
Glen Jennings.....	Community Reporter
gjennings@sentinelnews.com	
Derek Brightwell.....	Sports Editor
dbrightwell@sentinelnews.com	
Lisa Essex.....	Circulation & Office Manager
circulation@sentinelnews.com	
Matt Stivers.....	Graphic Artist
mstivers@sentinelnews.com	

- TERMS OF PAYMENT**
- A. Advertising is payable at time of purchase unless the advertiser or his agency has established credit with the publisher. Accounts outstanding over 28 days are subject to a monthly service charge. Credit will not be extended to past due accounts.
- B. Billing periods are based on the calendar month. Publisher reserves the right to collect in addition to the amount due, reasonable cost of collection including attorney's fees and costs of litigation.
- C. Political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Going out of business ads must have G.O.B. license number on each one.
- D. We will not accept brokered ads.

**Debit/Credit Card Handling Standards**

To comply with LCNI privacy guidelines, the newspaper will not accept Debit/Credit Card information through fax, email, or voice mail. Please contact the newspaper by phone.

- GENERAL RATE POLICIES**
- A. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted, and to place the word "Advertisement" on any ad.
- B. Publisher shall have no liability whatsoever, by reason of any error in connection with any advertisement including, (without limitation) failures to publish advertising on desired dates, commissions or additions to advertisements. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges for publishing a correction in a space equal to that occupied by the error. The publisher cannot be held liable for errors that occur when copy is received by telephone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement. The Sentinel-News will not be responsible for errors after the first publication of a repeat ad.
- C. The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgments obtained by reason of the

- publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and cost of litigation.
- D. Page position will not be guaranteed for ads.
- E. Photographs of individuals for advertising use must be accompanied by a release from the individual. Release forms are available from the advertising department.

CLASSIFIED DISPLAY RATES				
(8 Column Format)				
	Wed. or Fri. Sentinel-News	Tuesday Sentinel-News Plus	2 Publication Combo	Triple Combo
Open Rate	\$10.81	\$11.57	\$15.79	\$24.01
13 Times	\$9.84	\$10.50	\$14.32	\$21.73
26 Times	\$9.53	\$10.20	\$13.80	\$21.01
52 Times	\$8.86	\$10.10	\$12.88	\$20.09

Combo Discount: Ads with copy changes, commissionable discounts or agency ads, are ineligible. Discounted insertions are ineligible for volume earned discount.

EMPLOYMENT DISPLAY RATES				
(8 Column Format)				
	Wed. or Fri. Sentinel-News	Tuesday Sentinel-News Plus	2 Publication Combo	Triple Combo
Open Rate	\$11.24	\$12.03	\$16.42	\$24.97
13 Times	\$10.23	\$10.92	\$14.89	\$22.60
26 Times	\$9.91	\$10.61	\$14.35	\$21.85
52 Times	\$9.21	\$10.50	\$13.40	\$20.89

**SERVICE CONNECTION**

Published in the Tuesday PLUS, Wednesday, and Friday Sentinel-News Classified section with a minimum 4 week contract. Total price includes \$1 per ad for internet.

Ad Size	4 Weeks	12 Weeks	52 Weeks
1x1	\$104	\$249	\$845
1x2	\$193	\$465	\$1,560
2x2	\$370	\$897	\$2,990

KENTUCKIANA CLASSIFIED DISPLAY:

- Reaching 9 counties**
- Group Combination Rates**
- Reaching nine counties through the local newspaper, Shelby, Anderson, Henry, Carroll, Oldham, Spencer, Bullitt, Trimble and Owen.
- Open Rate
- 1-5 times \$66.53 (Per column inch)
  - 6-12 times \$60.53 (Per column inch)
  - 13-25 times \$57.21 (Per column inch)
  - 26-38 times \$54.55 (Per column inch)
  - 39 times \$51.22 (Per column inch)

ON-LINE ADVERTISING

www.sentinelnews.com

Advertising on The Sentinel-News website available.

Call 502-633-4987 for pricing.

Your ROP ad will appear in rotation on our website in the Marketplace for 7 days. The Marketplace features print display ads on all pages of our website.

Banner prices available upon request

- SPECIAL SERVICES**
- Proofs at customer's request will be e-mailed, faxed or delivered. When proofs are submitted, advertisers assume all responsibility for errors.
  - Newspaper Copies (tear sheets) – Advertisers will be given up to 3 copies of ads 1/2 page or larger and one copy on smaller ads via

e-mail; all extras will be charged at full copy cost.

- Ad Design-Advertising running in The Sentinel-News will be designed free of charge when ad copy information is provided to sales staff no later than advertising deadlines.

- SPECIAL CLASSIFICATIONS**
1. Political: Level 1 rates, paid in advance.
  3. Non-Profit Rates: Use level 2 pricing, Local Organizations showing proof of a 501c3 Form are eligible for our non-profit rate.

**CONTRACT AND COPY REGULATIONS**

All Advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment at termination of contract according to rate earned. Alcohol and tobacco advertising accepted.

CLOSING TIMES		
Ads can't be canceled after deadline		
Date of Publication	Type of Ad & Service	Copy Due at The Sentinel-News
Tuesday	Retail Ad	3 p.m. Wed.
Sentinel-News Plus	& Classified	
Wednesday	Retail Ad	10 a.m. Mon.
The Sentinel-News	& Classified	
Kentuckiana	Classifieds	10 a.m. Fri.
Friday	Retail Ad, Classified	10 a.m. Wed.
The Sentinel-News	& Real Estate	
Holidays	Retail Ad	24 to 48 hours earlier
	& Classified	
All	Preprints	One Week Prior to publishing

- Six column format Retail; 8 column format classifieds.
- SAU units are preferred. Effective February 1, 2009.
- | Six Columns  |             | Eight Columns |             |
|--------------|-------------|---------------|-------------|
| Col. ....    | Inches Wide | Col. ....     | Inches Wide |
| 1 .....      | 1.56"       | 1 .....       | 1.14"       |
| 2 .....      | 3.22"       | 2 .....       | 2.39"       |
| 3 .....      | 4.89"       | 3 .....       | 3.64"       |
| 4 .....      | 6.56"       | 4 .....       | 4.89"       |
| 5 .....      | 8.22"       | 5 .....       | 6.14"       |
| 6 .....      | 9.89"       | 6 .....       | 7.39"       |
| Double Truck |             | 7 .....       | 8.63"       |
| 13.....      | 20.89"      | 8 .....       | 9.89"       |

**RETAIL DEPTH REQUIREMENTS**

Standard Page: Minimum display advertisement acceptable: 1 column x 1". Advertisements over 19.25" deep may be billed full column depth of 21.25". Advertisements must measure a minimum of as many inches deep as columns wide.

- CLASSIFIED READER RATES**
1. Sentinel-News Classified Advertising— 4 lines or less - \$20.80 for One Week (3 editions). \$1.80 Extra Per Line Per Week. All classified advertising must be paid in advance unless Advertising Contract is on file at The Sentinel-News.
  3. Yard Sale ads \$18.00 for a 1x2 ad and \$25 for a 2x2 ad.
  4. Kentucky Classified Network— Advertise your classified in the Kentucky Classified Network and Reach 19 Different Newspapers and Online Websites with one Phone Call - 502-633-4987.

**CIRCULATION**

The Sentinel-News is a member of Landmark Community Newspapers, LLC, P.O. Box 549, Shelbyville, Ky. 40066-0399, (502) 633-4334.

The Sentinel-News Plus is a free-circulation newspaper. It reaches 17,733 homes in most of Shelby County. The Sentinel-News is delivered by second class mailing permit; The Sentinel-News PLUS 3rd class. Subscription price (plus tax): \$61.47 annual rate for Shelby County; Ask about EZ Pay rates.

Newsstand price: \$1.00 per copy.