



THE DAILY  
SENTINEL  
GRAND JUNCTION, COLORADO

# ADVERTISING RATE CARD

EFFECTIVE JANUARY 1, 2018

RATE CARD NO. 76 (REV)

# THE DAILY SENTINEL

GRAND JUNCTION, COLORADO

Your Community News Source Since 1893

734 South Seventh Street  
Grand Junction, Colorado 81501

(970) 242-5050  
FAX (970) 241-6860

Classified (970) 242-1313  
FAX (970) 257-9121  
classifiedad@gjsentinel.com

## Circulation

The Daily Sentinel is audited by the Alliance for Audited Media. Reports are available upon request.

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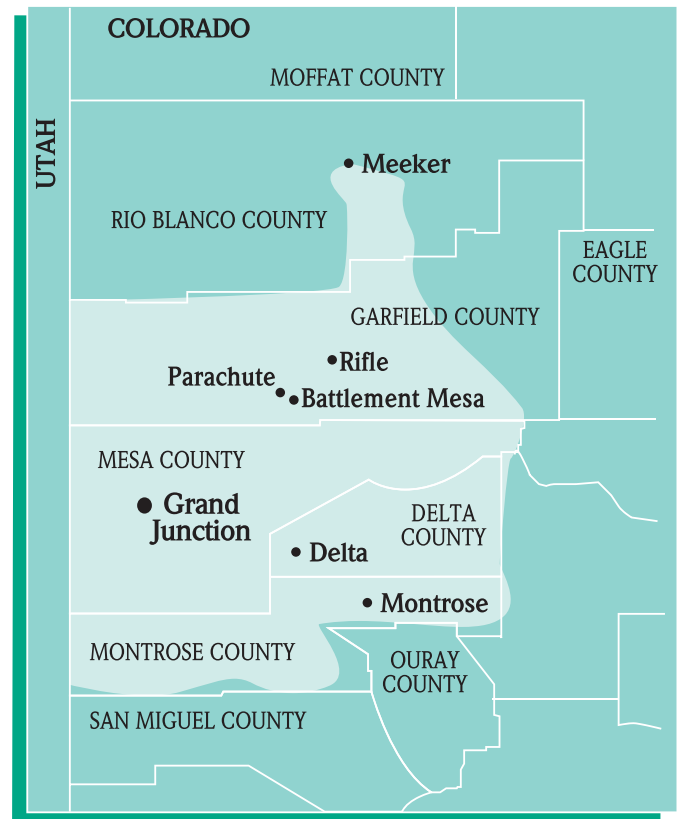
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# 5 Counties Reached



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## Special Days/Pages/Features

- **Business:** Thursday & Sunday
- **Best Food Day:** Wednesday Broadsheet
- **Sentinel Weekly TMC:** Tabloid on Wednesday
- **Out & About:** Local entertainment, TV listings, movie - video - music reviews, travel, and restaurants. Tabloid on Friday
- **Religion:** Local and national religion page on Saturday Broadsheet
- **Real Estate Weekly:** Broadsheet section on Sunday
- **Health & Wellness:** Broadsheet on Tuesday
- **Home & Garden:** Broadsheet on Saturday, April - October
- **Employment:** Sunday & Wednesday Broadsheet
- **GJWheels:** Broadsheet on Saturday
- **Trending:** Lifestyles, Travel, Social Broadsheet on Thursdays
- **Pets:** Sunday Broadsheet

## Retail Display Deadlines

Publication Day	Space Reservation Deadline
Sunday Business	Wednesday, Noon
<i>Real Estate Weekly</i>	Tuesday, Noon
Sunday	Wednesday, 4 p.m.
Monday	Thursday, Noon
Tuesday	Thursday, 4 p.m.
Wednesday	Friday, 4 p.m.
Thursday	Monday, 4 p.m.
Friday	Tuesday, 4 p.m.
<i>Out &amp; About</i>	Monday, Noon
Saturday	Thursday, Noon

\* Electronic ad submission deadlines are earlier than those above, please see page 12 for more information.

Cancellations not accepted after ad deadline.

NOTE: Holiday issues subject to advance deadlines.

## ROP Display Advertising

### OPEN RATE - ROP per column inch, plus \$15.00 per ad for Search Engine Optimization

Monday, Tuesday, Thursday, Saturday  
\$31.76

Wednesday, Friday  
\$32.71

Sunday  
\$38.43

### OPEN RATE - ROP MODULAR AD SIZES

Includes modular discounts. Less than 1/4 page 2.5%, 1/2 page & larger 5.5%

Modular Unit	Col	Inches Wide	Inches Deep	M, T, Th, Sa	Wed, Fri	Sunday
FULL	6	11.833	20.75"	\$3,816.67	\$3,930.39	\$4,615.07
1/2 H ROP	6	11.833	10.5"	\$1915.84	\$1,972.69	\$2,315.04
1/2 V ROP	3	5.833	20.75"	\$1915.84	\$1,972.69	\$2,315.04
1/4 ROP	3	5.833	10.5"	\$965.42	\$993.85	\$1,165.02
1/4 H ROP	6	11.833	5.25"	\$965.42	\$993.85	\$1,165.02
1/6 ROP	3	5.833	7"	\$665.29	\$684.74	\$801.85
1/8 ROP	3	5.833	5.25"	\$502.71	\$517.30	\$605.14
1/8 V ROP	2	3.833	8"	\$510.46	\$525.28	\$614.51
1/10 ROP	2	3.833	6"	\$386.59	\$397.71	\$464.63
1/16 ROP	2	3.833	4"	\$262.73	\$270.14	\$314.75
1/20 ROP	2	3.833	3"	\$200.80	\$206.35	\$239.82
Business Card	2	3.833	2"	\$142.04	\$145.84	\$168.72

## Frequency Discounts

Ads that run multiple times within a 7 day period receive the following discounts:

2nd Ad in 7 Days 25%  
3rd through 7th Ads in 7 Days 50%

## ROP Broadsheet Color Rates

Frequency discounts apply to ROP color rates.

		Full Color
1/4 Page or Less	Daily	\$350
	Sunday	\$395
More than 1/4 Page	Daily	\$620
	Sunday	\$705

### NOW INCLUDED!

Search Engine Optimization

Search engine optimization (SEO) helps potential customers find you online by affecting how high you show up in online search results.

**PUT YOUR PRINT ADS TO WORK  
FOR YOU ONLINE**

## Tab Modular Ad Rates

### Out & About - Display

Contract Discounts Apply to Space Charges

Modular Unit	Modular Rate
FULL PAGE	\$1,519
1/2 PAGE	\$767
1/4 PAGE	\$391
1/8 H PAGE	\$203

### Out & About - Restaurants

Contract Discounts Apply to Space Charges

Modular Unit	Restaurant Page Rate
FULL PAGE	\$1,151
1/2 PAGE	\$583
1/4 PAGE	\$299
1/8 PAGE	\$157

### Special Tab Editions

Also publishes on GJSentinel.com  
Contract Discounts Apply To Space Charges

Modular Unit	Modular Rate
FULL PAGE	\$1,569
1/2 PAGE	\$807
1/4 PAGE	\$426
1/8 PAGE	\$238

### Modular Color Rates

Contract Discounts *Do Not* Apply

Modular Unit	Modular Rate
FULL PAGE	\$300
1/2 PAGE	\$220
1/4 PAGE	\$110
1/8 PAGE	\$55



### Special Interest Magazines

Also publishes on GJSentinel.com  
Contract Discounts *Do Not* Apply

Modular Unit	Modular Rate
GLOSSY BACK COVER (includes color)	\$2,415
GLOSSY INSIDE COVER (includes color)	\$2,315
FULL PAGE	\$1,865
1/2 PAGE	\$965
1/4 PAGE	\$505
1/8 PAGE	\$285

### Dollar Volume Contracts

Dollar Volume Contracts are available to advertisers who commit to an annual contract. The Daily Sentinel offers numerous contract levels with discounts starting at 30% off of the open rate. Dollar Volume Contracts apply to space charges for local Retail Display, Modular Tab, Classified Display and Classified in-column advertising. (Preprints, special magazines and products do not receive contract level discounts but do count towards contract fulfillment). Please consult with your Daily Sentinel Advertising representative to discuss contract options for your business.

## Delivery Plus

- A cost-effective print and delivery program for single sheet inserts
- Deadline: 14 days prior to insertion
- Design, printing and insertion included in rate
- Color: Up to 4 colors on both sides
- Zoning: Available Monday through Saturday

### 70lb. Matt (8½" x 11")

Cost per thousand for number of ink choice is based on number of colors used on each side. For instance, a piece with red and black on one side *only* is charged at the two-color rate. A piece with red and black on *both* sides is charged at the four-color rate. Colored paper \$4 per thousand extra.

Quantity	1 Color	2-3 Color	4-6 Color	7-8 Color
3,000	\$124	N/A	N/A	N/A
10,000	\$112	\$114	\$121	\$133
20,000	\$110	\$112	\$120	\$131
30,000	\$108	\$110	\$117	\$129
50,000	\$103	\$105	\$114	\$122

### 70lb. Glossy (8½" x 11")

Full color both sides

Quantity	Cost Per Thousand
10,000	\$138
20,000	\$132
30,000	\$120
50,000	\$112

### 70lb. 4 pages (11"x 17" folded) or Jumbo sheets (10¾" x 12½")

Full color both sides

Quantity	Cost Per Thousand
10,000	\$159
20,000	\$154
30,000	\$149
50,000	\$133

Your choice of 70 lb. Gloss or 75 lb. Hi-Bulk stock.

## Pre-Print Rates Rates per thousand

	1x	13x	26x	52x	104x
Single Sheet	\$71.50	\$69.00	\$67.00	\$62.50	\$54.00
Sunday	\$73.00	\$70.50	\$69.00	\$65.00	\$56.50
4-20 pages	\$74.50	\$71.50	\$70.00	\$64.00	\$56.00
Sunday	\$76.00	\$73.50	\$71.50	\$66.00	\$57.50
24-32 pages	\$77.50	\$74.50	\$71.50	\$66.00	\$58.50
Sunday	\$79.50	\$76.50	\$73.50	\$68.00	\$60.00
36-44 pages	\$78.50	\$76.50	\$74.50	\$68.50	\$62.50
Sunday	\$80.50	\$78.50	\$76.50	\$71.00	\$64.50

\$2.00 per thousand for each additional 4 pages.

\* Zoning by zip code available Monday through Saturday. Zoning on Sunday not allowed. Exclusion of street sales not allowed.

\* All pre-print dollars are net and accrue toward completion of display contract. Inserts are subject to short rate.

\* \$5.00 per thousand partial insert charge for zoning. Minimum of 3,000 inserts are accepted.

### Mechanical Requirements and Deadlines

Daily and Sunday preprints must be in *The Daily Sentinel* mailroom at 734 South 7th Street, Grand Junction, Colorado 81501, 7 days prior to publish date. Preprints arriving after the 7 day deadline are subject to costs for handling. To be compatible with *The Daily Sentinel* mailroom operation, pallets must not exceed 5 feet in height with a maximum weight of 2,500 lbs. Pallets with platform top and bottom constructed to withstand double stacking. Free floating inserts must be on a minimum of 70lb stock. Roto inserts must be powdered to avoid adhesion. Each pallet should include corner pieces and a board on the top; pallets must be cross-tied. Sections should be double strapped to pallet on four sides. Each pallet should carry at least two pallet tags, with a copy of the insert contained in the pallet load display next to each pallet tag. If pallets are not loaded to the current ANSI standard, the inserts they contain will be prone to damage during shipment and storage. If damage occurs, additional handling fees may be charged to advertisers to cover increased production costs. Reduced coverage will also result due to a higher rate of waste and increased misses and multiple feeds. Insertion order to include name, address of printer, dates of shipment, waybill number and method of transportation.

### Mechanical Specifications for rectangular standard inserts

**Maximum size:** 12" long (along the folded edge) 10" wide (perpendicular to folded edge)

**Minimum size:** 5" x 7" including cards, envelopes 8"x10 1/2" for quarter-folded inserts. No magazine-type section should be smaller than quarter-fold (half tabloid) size.

**Maximum thickness:** 3/8" maximum thickness. Standard broadsheet inserts printed on 30lb newsprint should be limited to 96 pages.

**Minimum thickness:** 70lb stock sheets/cards/envelopes. Standard broadsheet inserts printed on 30lb newsprint should be 8 pages minimum. Inserts of less than 8-pages may need to be quarter-folded for insertion. Standard tabloid-page inserts printed on 30lb stock should be a minimum of 8 pages.

### Out of spec inserts

Inserts with the following characteristics may pose problems for machine insertion. Please check with your sales representative and arrange to test these inserts for production capability before placing an insertion order.

- Non-rectangular; tri-fold; or die-cut, special-shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump inside the insert, pre-stuffed inserts)
- Inserts that stick together and do not separate consistently
- Insert pages that are glued, stapled, stitched, perforated or perfect bound
- Objects such as keys, coins, CDs, etc., attached to any page of an insert; sachets containing scented objects; liquids or shampoos; polybags; paper bags; product samples
- Inserts for direct mail or total market coverage (TMC) must be submitted for testing and for checking postal regulations prior to acceptance for insertion.

### Polybags/Newsbags from Advertisers (bags for or with product sample)

If use of polybags for daily publications is approved by the publisher, the bag size should be 6 1/2" x 21" for daily publication and 9" x 23" for Sunday publication. The thickness of the bag material must not be less than 1.5 mil. The color of the bags is critical and should be checked with the publisher. For example: avoid white bags on snow days. Bags with product samples must be checked with publishers' representatives and should be tested prior to acceptance. Polybags must be in *The Daily Sentinel* mailroom at 734 South 7th Street, Grand Junction, Colorado 81501, 7 days prior to publish date.

### Required Pad

For inserts meeting the above guidelines, and a draw order of less than 25,000 copies to be inserted, the pad should be a minimum of 500 copies to cover machine setup, waste and damages. For draw orders of 25,000 or more, the pad should be a minimum of 2% of the draw order.

## Classified Rates *Net*

### OPEN RATE *Per Inch*

Open	\$42.25
Open Employment	\$52.50
Legal Rate	\$1.75/line

For classified advertising rates and specials, please contact the classified advertising department at (970) 242-1313.

### Dollar Volume Contracts

Dollar Volume Contracts apply to space charges for local Classified Display, Classified in-column advertising, Retail Display and Modular Tab advertising. Please consult with your Daily Sentinel Advertising representative to discuss contract options for your business.

## Real Estate Weekly Rates 8-Column Broadsheet

**Real Estate Weekly** publishes in print every Sunday in *The Daily Sentinel*, with additional rack distribution the Saturday prior. *Real Estate Weekly* also appears in the E-Edition and is linked online from *GJRealEstateWeekly.com*.

Size	1x	12x	24x	52x
1/6 page	\$ 385	\$ 345	\$ 305	\$ 265
1/4 page	\$ 465	\$ 425	\$ 383	\$ 335
1/2 page	\$ 885	\$ 825	\$ 741	\$ 645
Full page	\$ 1,495	\$ 1,365	\$ 1,237	\$ 945

Rates include color. Frequency contracts are available (dollar volume contracts do not apply). Please consult with your Daily Sentinel Advertising representative to discuss contract options for your business.

### Real Estate Weekly Ad Measurements:

1/12 Page	5.8425" x 3.25"
1/6 Page	5.8425" x 6.75"
1/4 Page	5.8425" x 10.25"
1/2 Page Horizontal	11.8325 x 10.25"
1/2 Page Vertical	5.8425" x 20.75"
2/3 Page	11.8325" x 13.75"
Full Page	11.8325" x 20.75"

## Classified Special Services

### Hot Link

Link the online version of your classified liner ad to your website or email address. \$10.00

### Service Directory

\$100.00 per month for a 25 word ad and includes *GJSentinel.com*. Additional words extra.

### Service Directory Business Cards

2 column x 2" display ad with full color \$215 per month.

## Classified Display Deadlines

Publication Date	Deadline
Sunday <i>Real Estate Weekly</i> .....	Tuesday, Noon
Sunday .....	Thursday, 11 a.m.
Monday .....	Thursday, 11 a.m.
Tuesday .....	Friday, 11 a.m.
Wednesday .....	Monday, 2 p.m.
Thursday .....	Tuesday, 2 p.m.
Friday .....	Wednesday, 2 p.m.
Saturday .....	Wednesday, 2 p.m.

*Holiday issues are subject to advanced deadlines.*

## Classified In-Column Deadlines

Publication Date	Deadline
Sunday <i>Real Estate Weekly</i> .....	Thursday, 1 p.m.
Sunday .....	Friday, 2 p.m.
Monday .....	Friday, 3 p.m.
Tuesday .....	Monday, 2 p.m.
Wednesday .....	Tuesday, 2 p.m.
Thursday .....	Wednesday, 2 p.m.
Friday .....	Thursday, 2 p.m.
Saturday .....	Friday, 10 a.m.

*Holiday issues are subject to advanced deadlines.*

## Classified Mechanical Measurements

Columns	Picas	Inches
1	8	1.350"
2	17	2.848"
3	26	4.345"
4	35	5.843"
5	44	7.340"
6	53	8.838"
7	62	10.335"
8	71	11.825"

# Employment – Print and Online

Make the most of your employee recruitment dollars with a results-oriented employment package.

**Now featuring 17 NEW JOB NETWORKS!**

## EMPLOYMENT DISPLAY PACKAGE

- Full Color Display Ad on Sunday & Wednesday
  - In-column line ad in *Sentinel Weekly* on Wednesday.
- PLUS**

• 30 days online with **MAXRecruit job board** with postings on Indeed, ZipRecruiter, Glassdoor.com and more.

• 7 days online at **GJSentinel.com** with an Online Top Jobs Listing!

**ADD a print line ad for 5 days - \$100.**

**Eighth Page**  
5.843" w x 4.25" h

**\$540**

ADD a 5 day text line ad **\$100**

**Quarter Page**  
5.843" w x 8.75" h

**\$900**

ADD a 5 day text line ad **\$100**



**Plus 17 online job Networks available for an additional purchase:**

College	Nursing	Diversity	Trucking Logistics	Manufacturing & Engineering	Sales & Marketing
Social	Energy	Education	Part Time Temp	Green Employers	Information Technology
Healthcare	Call Center Customer Service	Veterans	National	<b>MAXRECRUIT NETWORK</b> <b>recruitology</b> The future of job and candidate matching	

## GJCareers.com – Display Positions

- Page Top Display Ad \$110 per month**
  - 728 x 90 Leaderboard Ad
  - Rotates up to 6 positions
  - Click through to your company's website
- Premium Placement Display Ad \$125 per month**
  - 300 x 250 rectangle ad
  - Rotates up to 6 positions
  - Click through to your company's website



Please Call (970) 256-4297 for employment advertising print and online packages.

## Business Builder Pages

### Chamber Page

Business news from the Grand Junction Area Chamber of Commerce.

Publishes every Monday, three sizes available:

<b>3.833" x 3.25"</b>	<b>3.833" x 6.75"</b>	<b>7.833" x 6.75"</b>
<b>\$92.00</b>	<b>\$180.00</b>	<b>\$345.00</b>

### Health & Wellness

Local and national news on personal and public health issues.

Publishes every Tuesday. 3.833" x 6.75" ad.

<b>27 to 52x</b>	<b>\$244.00</b>
<b>14 to 26x</b>	<b>\$264.00</b>
<b>1 to 13x</b>	<b>\$294.00</b>

### Home & Garden

Local and national features relating to decorating, design and landscaping.

Publishes every Saturday, April - October

	<b>3.833" x 3.25"</b>	<b>3.833" x 6.75"</b>
<b>27+</b>	<b>\$135.00</b>	<b>\$244.00</b>
<b>14 to 26x</b>	<b>\$145.00</b>	<b>\$264.00</b>
<b>1 to 13x</b>	<b>\$160.00</b>	<b>\$294.00</b>

**Ask A Pro** - Q&A featuring local professionals

Publishes Every Friday

**3.833" x 3" - 4 ad commitment - \$135.00/ad**

## ROP Frequency Programs

### Space Spots

Space Spots publish in the paper 15 or 30 consecutive days without change, and are billed at full rate as of the date of expiration.

### Retail Space Spots

<u>Column Inch</u>	<u>15 Days</u>	<u>30 Days</u>
<b>2</b>	<b>\$480.00</b>	<b>\$840.00</b>
<b>4</b>	<b>\$900.00</b>	<b>\$1,590.00</b>
<b>6</b>	<b>\$1,320.00</b>	<b>\$2,340.00</b>

## Holiday Rates

On Thanksgiving, our Sunday circulation is provided to our subscribers. Sunday display ROP and pre-print rates apply.

## Political Rates

Candidates for local offices in our market area, billed at local open rate or contract rate, whichever is applicable. Cash with copy is required. Repeat discounts apply. Ad copy requires identification of who is paying for the ad.

## Super Coupon Savings Book



Publishing six times per year, the Super Savings Coupon Book is direct mailed to over 60,000 Mesa County homes – at less than a penny per household! Super Savings Coupon Book is direct mailed in January, March, May, July, September and November.

Each book also publishes online at GJSentinel.com/ coupons

Each coupon includes full color and measure 4.75" wide x 5" tall

**\$514 per coupon**

**\$614 Back Cover**

**\$590 Inside Front Cover**

25% Discount for each additional coupon in any one book.

## Impact Notes

An *Impact Note* is a 2.75" x 2.75" glossy sticker applied to the front page of *The Daily Sentinel* or *Sentinel Weekly* where it is quickly noticed, then can be removed to finish reading the paper. It is available in spot to full color. A minimum full circulation order is required. Deadline 3 weeks prior to publication day.

	<b>Process Color</b>
<b>Full Run Daily</b>	<b>\$60.00 cpm</b>
<b>Full Run Sunday</b>	<b>\$65.00 cpm</b>
<b>Zone Charge*</b>	<b>\$10.00 cpm</b>

*26,000+ (minimum 10,000 per drop)*

\* Zoning is available on a minimum 26,000+ order which may be broken up into a maximum of 3 separate 10,000 insertions. Zoning is not available on Sunday.



# SENTINEL Weekly

## A clear road to ice fishing

By JOEL L. EVANS  
Special to the Daily Sentinel

To a driver on a winter road, a sheet of ice is not only undesirable, it is dangerous. In extreme cases, the road becomes impassable. Or to another extreme, in some northern climates — as evidenced by a television show — truckers use temporarily frozen waterways to their advantage to make deliveries.

Ice fishing is sort of like that television show. Lakes that freeze over in the winter become the highway, providing access to the lake with no need for lanes or turn signals.

Some ice fishing lakes may require scooping down an embankment or a snow filled trail through the trees. But once you are out on the ice, mobility is easy.

Open terrain around the lake, combined with a flat, windblown surface, make walking easy.

If a lake is protected, somewhat in a bowl or cradled by trees, the snow instead can accumulate and may be deep.

Most ice fishermen are walkers, carrying a bucket or pulling a sled with their gear. Some use a snowmobile, particularly if they plan to head out some distance.

Regardless, you are free. Go anywhere you want, pick any spot, and move around if you want.

So how do you decide where to plug your gear? Ice fishing is funny in that



Photos by JOEL L. EVANS/Special to the Daily Sentinel  
A gang of ice fishermen congregates at Crawford Reservoir south of Hotchkiss. Unlike warm-weather fishing, many ice anglers find spots to catch fish close together. Most ice fishermen are walkers, carrying a bucket or pulling a sled with their gear.

See ICE, page 4

**NEW INCENTIVES JUST ANNOUNCED! LOWER YOUR PAYMENT TODAY!**

**NEW 2017 CHEVROLET SILVERADO**  
GET SUPPLIER PRICING & REBATES ON ALL SILVERADOS



Stock #7053  
**MSRP \$43,130**

Lease for **\$299**  
(\$2,999 cash down plus taxes, 10K miles 36-month lease)

Mark's Low Price **\$38,988**

**NEW 2017 CHEVROLET CRUZE HATCHBACK**



Stock #7170  
**MSRP \$24,085**

Lease for **\$159**  
(28 mo. 15k miles, \$2,000 cash down plus taxes, includes \$1,200 factory rebate)

Now **\$18,988**

Ed Bozarth - Mark Miller Chevrolet Buick | 2595 HWY 6 & 50 | Grand Junction CO 81501  
970-778-3674 | EdBozarthGrandJunction.com

## Sentinel Weekly

### The Daily Sentinel's TMC Newspaper

You can reach more potential customers than ever before with *The Daily Sentinel's* free weekly community newspaper. *The Daily Sentinel's* TMC tabloid newspaper is delivered to non-subscribing homes in Mesa County every Wednesday. *Sentinel Weekly* features local news and classifieds plus important grocery store inserts. It is a perfect accompaniment for regular ROP as well as classified advertising.

Deadlines every Wednesday.

Black & White Ads	New Ad	Pick-up from Daily Sentinel
1/8 page	\$105.00	\$50.00
1/4 page	\$180.00	\$85.00
1/2 page	\$340.00	\$140.00
Full page	\$630.00	\$275.00

Full Color Ads	New Ad	Pick-up from Daily Sentinel
1/8 page	\$130.00	\$75.00
1/4 page	\$230.00	\$135.00
1/2 page	\$440.00	\$240.00
Full page	\$830.00	\$475.00

Pre-Print Rates*	1x	13x	26x	52x
Single Sheet	\$56.00	\$52.00	\$49.00	\$46.00
4-20 pages	\$68.00	\$64.00	\$57.00	\$54.00
24-32 pages	\$69.00	\$65.00	\$60.00	\$56.00
36-44 pages	\$71.00	\$66.00	\$63.00	\$59.00

\*Pre-print rates reflect insertion in *The Daily Sentinel* in corresponding zip codes. Ask your representative for current delivery amounts.

The Daily Sentinel's website, GJSentinel.com is the Grand Valley's most visited website, averaging over 1.4 million page views and 184,000 unique users a month.\*

GJSentinel.com and The Daily Sentinel provide a variety of sponsorship and advertising opportunities. Please contact Your Daily Sentinel Account Executive to develop the best marketing plan for your business.



**Our Digital Brand Specialists are dedicated to helping you discover the best digital ways to grow your business.**

- Responsive Web Design**  
 We can design a new website or update an existing website so that it looks professional and engaging on any device, from desktop to phone.
- E-Commerce Websites**  
 We can design and manage an online shopping website for your locally made products. These sites are also for shopping on all devices.
- Analytics and Tracking**  
 We provide analytics for your website and social media sites to show visitors, locations, most popular content, time on site and more.
- Search Engine Optimization**  
 We make sure your website is easily found in search results. We use strategies on your site and off to ensure the best SEO possible.
- Social Media Marketing**  
 We can design manage social media pages on appropriate sites for your business including Facebook, LinkedIn, Twitter, Google+, and Instagram.
- Contact Us Today - (970) 256-4387 or digitalagency@gjsentinel.com**
  - Website Design - pricing based on business needs
  - Social Media Marketing - begins at \$195/month



## Mechanical Measurements

Column widths for advertisements:

1 pica white space between columns

ROP = 6 columns

Classified = 8 columns

Page Depth: 20.75 inches

Double Truck (Centerfold ROP):

13 columns - 24.4375" x 2.75" (146 picas)

See page 12 for electronic ad submission specifications.

## Retail - ROP Mechanical Measurements

Columns	Picas	Inches
1	11	1.833
2	23	3.833
3	35	5.833
4	47	7.833
5	59	9.833
6	71	11.833

## Display Depth Requirements

Banner advertisements must be a minimum of 6 columns wide by 1" deep.

Minimum space sold is 1 column by 1 inch, except classified liners.

All advertisements more than 19" will be billed as full column depth.

Ad depth will be billed in quarter-inch increments.

See page 12 for electronic ad submission specifications.

## Modular Tab Specs

### Tab Mechanical Specifications

1/8 page horizontal	4.916" wide x 2.875" high
1/8 page vertical	2.375" wide x 5.875" high
1/4 page standard	4.916" wide x 5.875" high
1/4 page horizontal	10" wide x 2.875" high
1/4 page vertical	2.375" wide x 11.833" high
1/2 page horizontal	10" wide x 5.875" high
1/2 page vertical	4.916" wide x 11.833" high
Full page	10" wide x 11.833" high
Center Spread	21" wide x 11.833" high
<b>Stitched &amp; Trimmed Magazine Mechanical Specs</b>	
1/8 page horizontal	4.75" wide x 2.5" high
1/8 page vertical	2.291" wide x 5.25" high
1/4 page standard	4.75" wide x 5.25" high
1/4 page horizontal	9.66" wide x 2.5" high
1/4 page vertical	2.291" wide x 10.75" high
1/2 page horizontal	9.66" wide x 5.25" high
1/2 page vertical	4.75" wide x 10.75" high
Full page	9.66" wide x 10.75" high

### Stitched & Trimmed Program Mechanical Specs

1/8 page	3.916" wide x 2.56" high
1/4 page	3.916" wide x 5.29" high
1/2 page	8" wide x 5.29" high
Full page	8" wide x 10.75" high

### Stitched & Trimmed Directory Mechanical Specs

1/4 page	2.7917" wide x 4.75" high
1/4 page horizontal	5.75" wide x 2.125" high
1/2 page	2.7917" wide x 9.75" high
1/2 page horizontal	5.75" wide x 4.75" high
Full page	5.75" wide x 9.75" high

# Contract and Copy Regulations

## A. Terms of Payment Policy

1. Cash in advance with all advertising space ordered unless advertiser and/or agency has established credit with *The Daily Sentinel* credit department.
2. Advertisers with established credit can access their statements through *GJSentinel.com* customer service tab on the first working day of the month for the prior month's billing. Payment shall be due and payable on or before the last day of the month following publication. A service charge of 1½% (compounded monthly) will be added on past due balances. In addition, if collection efforts are necessary, the advertisers will be assessed the costs of the collection, including attorney's fees.
3. Failure to receive checking copies is not recognized as a valid reason for withholding payment.

## B. Advertising Agreements

1. If upon the expiration of a contract the Advertiser has not achieved the agreed upon contract level or has achieved a level higher than agreed upon, the established rates will be adjusted to the level actually achieved. The method of recalculation shall be at the option of *The Daily Sentinel*.
2. Contracts will be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more different companies.
3. Contracts not received with 30 days of first requested insertion places all ads received and run before actual receipt of contract on "open" rate.
4. Any advertising contract (or merely any schedule or copy) may be cancelled at any time for reasons satisfactory to the Publisher, without penalty to either party.
5. Contracts are not assignable or transferable by advertiser except to affiliates of advertiser, but not without written consent of the Publisher.

6. Advertiser and/or Agency agree to receive both faxes and emails upon signing an advertising contract with *The Daily Sentinel*.

## C. Cancellations and Corrections

1. The Publisher is not responsible for orders, cancellations or corrections. Written confirmations of orders, cancellations or corrections, must be received in time to execute not caused by Publisher.
2. Publisher reserves the right to charge up to the full cost on ads cancelled past deadline.

## D. Publisher's Option To Edit Copy

1. The Publisher reserves the right to reasonably reject or cancel any advertisement at any time.
2. The advertiser hereby assigns to Publisher all rights or ownership to all advertisements which are published including the elements thereof except for any intellectual property included in such advertisements which are the sole property of the advertiser.
3. Advertising to imitate news may be set in body type but news heads are not permitted and will carry the words "PAID ADVERTISEMENT."
4. Brokered space is not allowed.

## E. Amendments to Rate Card

The Publisher reserves the right to revise rates quoted herein upon 30 days notice except that rates negotiated per any agreement between Publisher and advertiser shall be in force for the duration of such agreement and may not be modified unless mutually agreed to by the parties in writing.

## F. Space Reservations/Insertion Orders

1. Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publications. Failure to make order correspond in price, or otherwise, with the

rate card, is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.

2. Special clauses in insertion orders or contracts not accepted if relating to legal liability or circulation guarantees.
3. Not responsible for advertising materials unless instructions to return at advertiser's expense are furnished with the order.
4. The advertiser and/or agency shall designate the width in columns and exact depth in inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered; measurements to be from cut-off rule to cut-off rule. Where ads are positioned at the bottom of the page, a dash or dot may be substituted for the cut-off rule to designate the true bottom of the type page.

### **G. Liability of Publisher**

The Publisher shall have the exclusive right to republish all or any part of the advertising published in *The Daily Sentinel* or any of its publications for the advertiser, except advertising utilizing illustrations supplied by or for the advertiser. As to such illustrations, the advertiser shall have the right to supply similar or identical illustrations to other publishers. This provision may be enforced by *The Daily Sentinel* by an action for damages, injunction, or both. Because actual damages, in event of an authorized publication, would be difficult to ascertain, the parties agree that damages in the event of breach shall be liquidated in favor of *The Daily Sentinel* in a sum determined by adding:

- (a) what it would have cost to have published the same material in *The Daily Sentinel* at its then prevailing single insertion rate, plus:
- (b) the expense incurred by *The Daily Sentinel* (including attorney's fees) in enforcing this paragraph.

### **H. Errors in Advertising**

1. Credits for errors in advertisements allowed for the first insertion only.
2. No allowance made for errors that do not materially affect the value of the advertisement at Publishers reasonable discretion after consulting advertiser.
3. Publisher is not liable for any errors in any published ad unless ample time has been given for correction before presstime. In such case if any error, if so noted in writing, is not corrected by the Publisher, his liability shall not exceed and shall be only in such proportion of the entire cost of such ad as the space occupied by the noted error bears to the whole space occupied by said ad unless said error was caused by the gross negligence or willful misconduct of Publisher.

### **I. Advertising Agencies/Commissions**

Rates included in this rate card or in advertising agreements are net rates and do not include any network sales commission, agency commissions, transaction or other such fees, which shall not be the responsibility of the Publisher unless approved by Publisher in writing.

Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher unless said claims arise as the result of the gross negligence or willful misconduct of Publisher.

### **J. Position Requests**

1. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only.
2. Advertisements will not be accepted on an "either/or pull" basis.

## Electronic Specifications

The preferred method for submitting an ad to run in *The Daily Sentinel* is by PDF. Produced properly, you are assured that your ad will print as you have designed it. *We do not recommend using PDFWRITER, Quark or Photoshop for making PDFs.* Please follow these procedures to ensure your PDF will reproduce correctly:

1. *Make sure all your colors and color photos (200 dpi) are CMYK only.* Convert all RGB, Spot or Pantone colors to CMYK before you begin making your postscript file.
2. Use **ACROBAT DISTILLER** to make a postscript file into a PDF.
3. You must embed ALL FONTS.
4. Your PDF can now be attached to an e-mail and sent to us.

### PDFs should be version 1.3 (Acrobat 4) compatible and saved at 200 dpi.

*Remember, we still must preflight your PDF. If there are significant problems with your PDF, it will be returned to you for revision, so please do not wait until the last moment to send it in to us.*

If you are sending your ad originals to us, please use the following procedures:

**Disks:** CDs accepted for all formats. Disk should be labeled: Name of Agency, Customer Name, Publication & Date, Contact Person Name & Phone Number

**Artwork:** Include all artwork used to produce the ad. Complete all appropriate knockouts/masking

**Deadline:** 2 working days prior to ad deadline.

**Size:** Ads must be built proportional to final size.

**Color:** Use only process colors - CMYK (cyan, magenta, yellow, black). Please do not use spot, Pantone or RGB color systems.

We accept ads in these programs:

- **Adobe Illustrator CS3**  
(all fonts must be outlined)
- **Adobe InDesign**  
(all fonts must be outlined)

Acceptable text only files

- **(.doc)** Microsoft document
- **(.txt)** plain text
- **(.rtf)** rich text

### We do not accept ads in these programs:

- **Corel Draw**
- **Quark XPress**
- **Microsoft Publisher**  
(neither ads, artwork or text are accepted)
- **Microsoft Word ad documents**

### We do not accept documents in these files:

- **Microsoft Office 2007** (.docx)
- **Microsoft Publisher** (.pub)
- **WordPerfect** (.wps)

*If you have questions concerning electronic specifications, please contact Advertising Graphics for further clarification.*

## Special Services

### A. Proofs

Proofs are provided for advertisers on display ads that are a minimum of ten (10) column inches. When an advertiser receives an ad proof, we suggest they furnish a release of that ad in one of the following ways:

1. Indicate the release on the proof and FAX it to your account representative at (970) 241-6860.
2. For all Classified ads, including *Real Estate Weekly*, FAX (970) 257-9121
3. Call your account executive or assistant to release the ad.

If notification is not given, the ad is automatically released for publication at release deadline. Advertising placed on a no-proof basis is done at the advertiser's risk. Such ads are automatically released for publication. Excessive changes or alterations from original copy on layout will be billed at the rate of \$5.00 per inch. Ads received after deadline will not get a proof.

### B. Art and Layout

Art and layout assistance is provided by our staff of Graphic Artists at no charge. If you are sending an "electronic" ad to us, please make sure you follow the procedures listed to the left.

### C. "E" Tearsheets

Tearsheets can be accessed online through *GJSentinel.com* under the customer service tab. Tearsheets will be available back to the previous year.

### D. Email submissions

We are happy to accept email submissions of artwork, photos and ads. If you are emailing artwork, logos, photos (min. 200 dpi jpeg format), or text for use in an advertisement we will construct, please include in your email, the advertiser's name, your name, address or description of photo or artwork, plus date of the ad.

Real Estate please use:

***graphics@gjsentinel.com***

### E. Market Research Information

Marketing information is developed and provided by Grand Junction Media Inc., through and in conjunction with other firms and resources. Direct your requests for marketing information through your account representative.

### F. Co-op

Our Co-op Advertising Representative is available to assist *The Daily Sentinel* advertisers with all aspects of co-op advertising, including research of programs and funding, ad preparation, claims preparation, documentation, etc.

<b>SECTION</b>	<b>FORMAT</b>	<b>FOCUS/EVENT</b>
<b><u>JANUARY</u></b> Health Services Directory Chamber Business Update Spoke & Blossom Coupon Book	Directory Magazine Magazine Coupon	Local health-related businesses Local business/community Quarterly lifestyle glossy magazine Coupon Book is direct mailed to Mesa County residents
<b><u>FEBRUARY</u></b> Senior Edition Downtown Guide	Tabloid Booklet	Information and entertainment for consumers 50+ Guide to Downtown Grand Junction businesses
<b><u>MARCH</u></b> HBA Directory / Home Expo WC Real Estate Guide Ride Coupon Book	Magazine Magazine Magazine Coupon	Event - Ideas and resources for homeowners/HBA Member Directory Guide to buying and selling real estate in the Grand Valley Local biking guide Coupon Book is direct mailed to Mesa County residents
<b><u>APRIL</u></b> Spoke & Blossom Best of the West	Magazine Magazine	Quarterly lifestyle glossy magazine Celebrating who won the "Best" of the West 2018
<b><u>MAY</u></b> Vacationland JUCO Senior Edition Coupon Book	Magazine Tabloid Tabloid Coupon	Regional vacation and recreation destinations Event - Junior College Baseball World Series Benefit & financial planning for consumers 50+ Coupon Book is direct mailed to Mesa County residents
<b><u>JUNE</u></b> Behind the Biz Bios	Stitch & Trim	Local business success stories
<b><u>JULY</u></b> Spoke & Blossom Back to School Coupon Book	Magazine Tabloid Coupon	Quarterly lifestyle glossy magazine Local school district resource guide Coupon Book is direct mailed to Mesa County residents
<b><u>AUGUST</u></b> Senior Resource Guide Colorado Hunter	Stitch & Trim Magazine	Local business directory and user guide for consumers 50+ Regional hunting guide - Rack distributed
<b><u>SEPTEMBER</u></b> Wine Fest Coupon Book	Magazine Coupon	Event - Regional wine / culinary festival Coupon Book is direct mailed to Mesa County residents
<b><u>OCTOBER</u></b> Spoke & Blossom Senior Fair Parade of Homes/Fall Home Improvement Ski & Boarding Guide	Magazine Tabloid Magazine ROP Modular	Quarterly lifestyle glossy magazine Event - 50+ lifestyle / health resource Event - best of local builders / home improvement industry Regional ski areas
<b><u>NOVEMBER</u></b> Shop Downtown (5 insert dates) HopeWest Coupon Book	ROP Modular Stitch & Trim Coupon	Holiday shopping and events in Downtown GJ National Hospice Month Coupon Book is direct mailed to Mesa County residents
<b><u>DECEMBER</u></b> Out & About for the Holidays	Tabloid	Holiday entertainment and shopping

*View all of our special sections online at [GJSentinel.com/Magazines](http://GJSentinel.com/Magazines).*

<b>PAGE</b>	<b>PUBLISHES</b>	<b>AD SIZES</b>
<b>Health &amp; Wellness</b> Local, national stories/columns on health topics	Every Tuesday	2 column x 6.75"
<b>Home &amp; Garden</b> Ideas and information from local and national sources	Saturdays: April - September	2 column x 3.25" ad or 2 column x 6.75" ad
<b>Business</b> Local news stories / columns on area business	Every Thursday and Sunday	6 column x 3" Banner ad
<b>Horseplay / Pets</b> Equine first Sunday of the month, Pets rest of the month	Every Sunday	2 column x 2" ad or 2 column x 6" ad
<b>Grand Junction Chamber of Commerce</b> Information & events from the Chamber	Every Monday	2 column x 3.25" ad
<b>Downtown Out &amp; About Page</b> Information on weekly Farmer's Market events/vendors	1st Friday of Every Month	Tab - Modular ad sizes
<b>G. J. Economic Partnership Business Update</b> Information & resources for local economic development	3rd Sunday of Every Month	2 column x 3.25 " ad or 2 column x 6.75" ad
<hr/>		
<b>Out &amp; About</b> Entertainment guide / local events & activities / TV listings	Every Friday	Tab - Modular ad sizes
<b>Real Estate Weekly</b> Mesa County's largest and most current real estate publication	Every Sunday, plus free rack distribution Saturday prior Also publishes on GJRealEstateWeekly.com	Broadsheet - Modular ad sizes
<b>GJWheels</b> Mesa County's most complete source of information on new and used vehicles	Every Saturday	Broadsheet - Modular ad sizes
<b>GJCareers</b> The source for local recruiting	Every Sunday and Wednesday	Broadsheet - classified Print/online ad packages
<hr/>		
<b>Sentinel Weekly</b> Weekly newspaper delivered to households who do not subscribe to The Daily Sentinel featuring a recap of local features and columns from The Daily Sentinel. Also includes major grocery store inserts.	Delivered every Wednesday	Tab Format Modular ad sizes