

2010 Open & Annual Contract Rates

Monroe County Beacon Monroe County Sentinel - TMC -

Rates are based per column inch.

We do not accept display ads which are less than three inches deep.
Smaller ads are accepted as classified.

~ Deadlines ~

Deadline for Beacon: Noon Friday of week prior to publication.
Deadline for Sentinel: Noon Tuesday of the week prior to the Monday publication.
• Both publications are 100 percent mail delivered.

Col. width=1.75"
Two col = 3.611"
Three col. =5.472"
Four col. = 7.384"
Five col. = 9.262"
Six col. = 11.125"

COLOR RATES

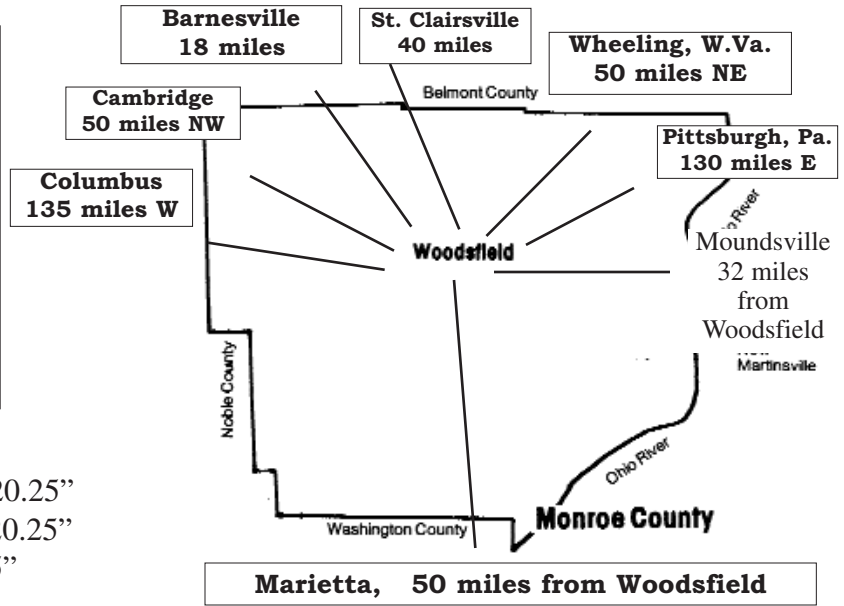
Spot: \$68 net
Processed: \$105 net

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Rates effective
Jan. 1, 2010 -
Dec. 31, 2010

~ Page Specifications ~

Full page: 6 columns (11.125") wide X 20.25"
Classified: 7 columns (11.125") wide X 20.25"
Tabloids: 4 columns (10") wide X 10.85"



| | | | | | |
|----------------------------|----------|-------------------|----------|---------------------|------------|
| Beacon: 1/4 page: (30.75") | \$276.75 | 1/2 page: (61.5") | \$553.50 | Full page: (121.5") | \$1,093.50 |
| Sentinel: 1/4 page: | \$296.74 | 1/2 page: | \$593.48 | Full page: | \$1,172.48 |
| Combination 1/4 page: | \$407.44 | 1/2 page: | \$814.88 | Full page: | \$1,609.88 |

~ Open Rates ~

Monroe County Beacon ... \$9.00 per column inch ...
Monroe County Sentinel ... \$9.65 per column inch
Combination rate - both ... \$13.25 per column inch

~ Annual Contract Rates ~

| Inches reserved: | Beacon or Sentinel | Combo (Both papers) | National |
|------------------|--------------------|---------------------|----------|
| 61.5 inches | \$8.65 | \$12.35 | \$16.55 |
| 121.5 inches | \$8.55 | \$12.10 | \$16.20 |
| 252 inches | \$8.15 | \$12.00 | \$16.10 |
| 504 inches | \$7.90 | \$11.65 | 15.55 |
| 756 inches | \$7.35 | \$11.10 | 14.90 |
| 1,638 inches | \$7.15 | \$10.90 | 14.65 |