

# THE Sentinel NEWSPAPERS



2015 | advertising rate card

Prince George's and Montgomery County



*The Sentinel Newspapers have been a part of Suburban Maryland for over 158 years.*

The Sentinel Newspaper has been committed to serving the community with news and information that enriches, enlightens and entertains.

Our weekly publications focus in issues concerning families, education, business and culture in and around Maryland. The Montgomery County Sentinel is a newspaper of record with over 158 years of in-depth reporting. The Prince George's Sentinel has been in existence for the past 79 years.

The Sentinel offers award-winning advertising design and editorial, as well as columns written by experts in their professions on issues ranging from commuter interests to legal matters.

We pride ourselves in upholding standards in journalism and publishing quality information for our readers while uncovering important information that helps you with your daily life and providing a cultural outlet.



PRINCE GEORGE'S COUNTY  
BERLYN, INC.  
9458 Lanham-Severn Rd.  
Seabrook, MD 20706  
301-306-9500 • Fax: 301-306-0134



MONTGOMERY COUNTY  
MONTGOMERY SENTINEL  
PUBLISHING, INC.  
22 W. Jefferson St. #309  
Rockville, MD 20850  
301-838-0788 • Fax: 301-838-3458



## DISPLAY ADVERTISING - Prince George's BW inch rate: \$34.92

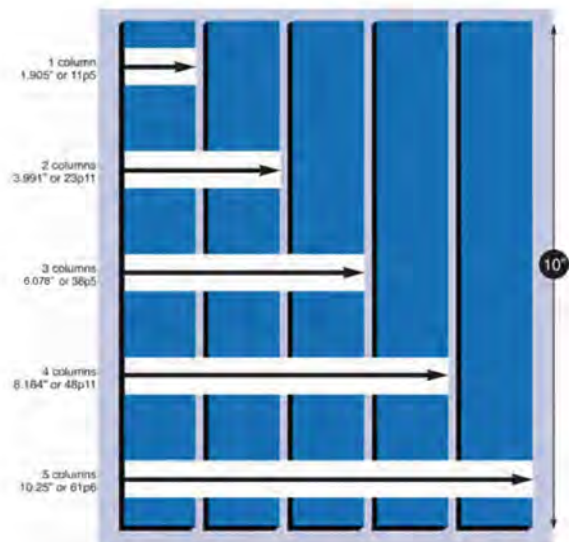
The following rates includes single insertions as well as frequency rate discounts of 3 insertions (5% discount) and up to 28 insertions (25% discount). An additional discount is available for prepaid schedules (via check or credit card); there is also a supplemental multimedia discount for programs utilizing both the PRINT EDITION and our very-active (generating over 750,000 page view per month and 153,300 unique visitors per month) ON-LINE EDITION.

	Discount		0%	5%	10%	15%	20%	25%
	Col. x in.	Col in	1-2 wks	3-4 wks	5-8 wks	9-13 wks	14-27 wks	18-52 wks
1/8 page	2x4	8	\$279.36	\$265.39	\$251.42	\$237.46	\$223.49	\$209.52
1/4 page	3x4.125	12.5	\$436.50	\$414.67	\$392.85	\$371.02	\$349.20	\$327.37
1/4 page	2x6.125	12.5	\$436.50	\$414.67	\$392.85	\$371.02	\$349.20	\$327.37
2 columns	2x10	20	\$698.40	\$663.48	\$628.56	\$593.64	\$558.72	\$523.80
1/2 page	5x5	25	\$873.00	\$829.35	\$785.70	\$742.05	\$698.40	\$654.75
3 columns	3x10	30	\$1047.60	\$995.22	\$942.84	\$890.46	\$838.08	\$785.70
Full page	5x10	50	\$1746.00	\$1658.00	\$1571.50	\$1454.00	\$1397.00	\$1309.00

Full color for 1/8 and 1/4 page is an additional **\$262.50**. • Full color for advertising that is larger than 1/4 page is an additional **\$525.00**.



- Prince George's Sentinel .....\$34.92\*
  - Montgomery County Sentinel.....\$14.52
  - Prince George's Subscriber Edition .....\$11.63
  - Both Counties .....\$39.55
- \*P.G. full circulation equals free Extra edition plus Subscriber edition.



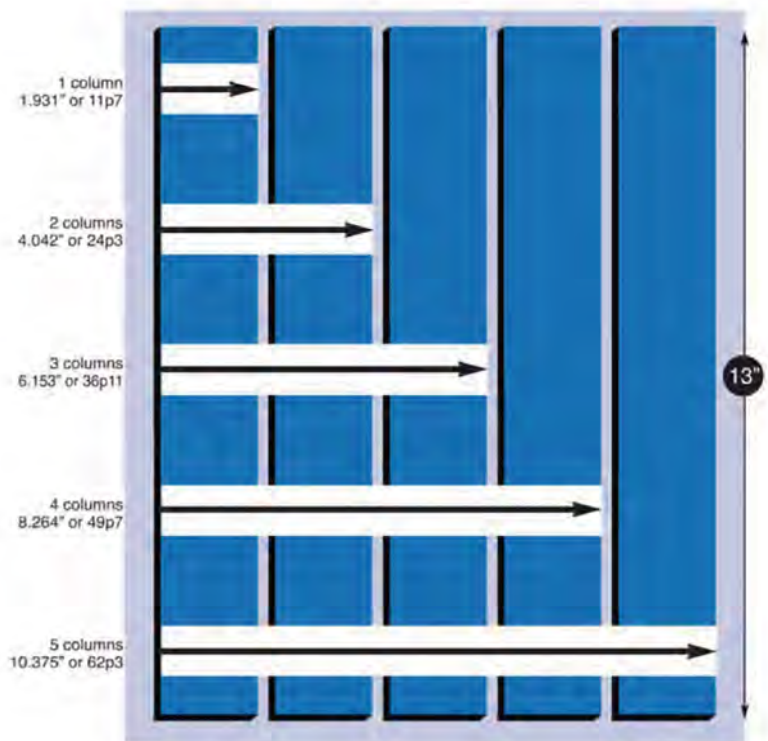
Column Width: **1 col.** = 1.9005" **2 col.** = 3.991" **3 col.** = 6.078" **4 col.** = 8.164" **5 col.** = 10.25"



**DISPLAY ADVERTISING -**  
Montgomery County BW inch rate: \$14.52

	Discount		0%	5%	10%	15%	20%	25%
	Col. x in.	Col in	1-2 wks	3-4 wks	5-8 wks	9-13 wks	14-27 wks	18-52 wks
1/8 page	2x4	8	\$116.08	\$110.28	\$104.47	\$98.67	\$92.86	\$87.06
2 columns	4x4	16	\$232.16	\$220.50	\$208.94	\$197.34	\$185.73	\$174.12
1/2 page	2x13	26	\$377.26	\$358.40	\$339.53	\$320.67	\$301.81	\$282.95
3 columns	3x13	39	\$565.89	\$537.60	\$509.30	\$481.01	\$452.71	\$424.42
Full page	5x13	65	\$943.15	\$895.99	\$848.84	\$801.68	\$754.52	\$707.36

Full color for 1/8 and 1/4 page is an additional **\$262.50**. • Full color for advertising that is larger than 1/4 page is an additional **\$525.00**.



Column Width: **1 col.** = 1.931" **2 col.** = 4.042" **3 col.** = 6.153" **4 col.** = 8.264" **5 col.** = 10.375"

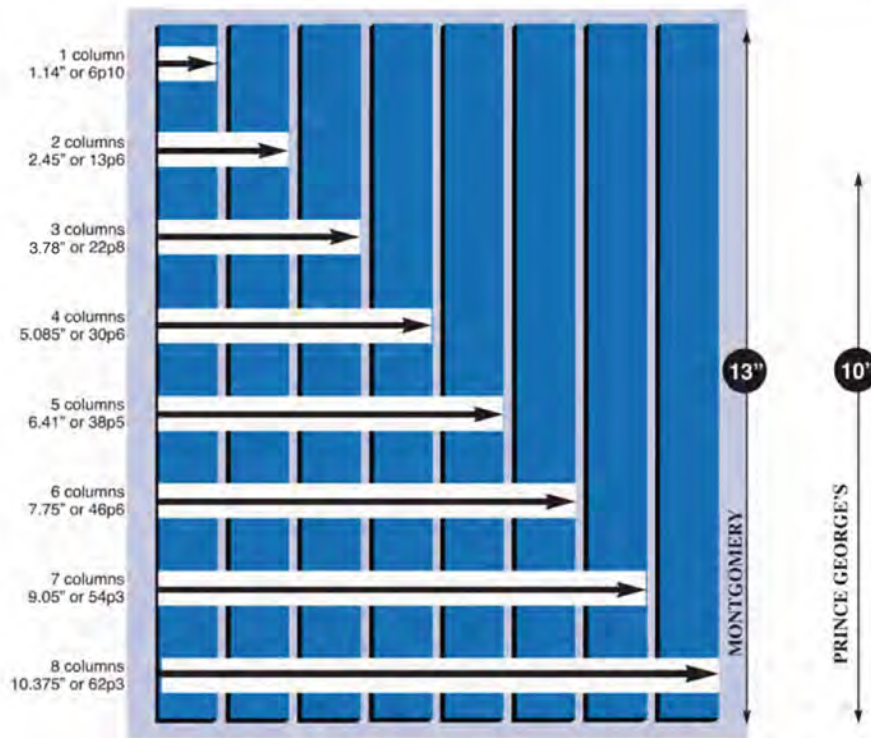
# CLASSIFIED ADVERTISING

## Rates

Prince George's Sentinel  
\$24.68 per col. inch boxed

Montgomery County Sentinel  
\$8.24 per col. inch boxed

**BOTH PAPERS**  
\$32.92 per col. inch boxed  
1x1 (approx. 20 words)



Column Width: **1** = 1.14" **2** = 2.45" **3** = 3.78" **4** = 5.085" **5** = 6.41" **6** = 7.75" **7** = 9.05" **8** = 10.375"



**DISTRIBUTION DATE(S)**

**PRINCE GEORGE'S COUNTY**

Extra .....Wednesday  
Subscriber .....Thursday

**MONTGOMERY COUNTY** .....Thursday

**DISPLAY DEADLINES**

**PRINCE GEORGE'S SENTINEL**

Space Reservation & Copy ..... Friday, 3:00 p.m.  
Prior to Publication  
Camera Ready Copy. .... Monday, close of business  
Special Sections ..... Wed. Prior to Publication

**MONTGOMERY COUNTY SENTINEL**

Space Reservation & Copy ..... Friday, 3:00 p.m.  
Prior to Publication  
Camera Ready Copy. .... Tuesday, close of business  
Special Sections ..... Wed. Prior to Publication

**COLOR**

Black plus one color: ..... \$175  
Black plus two colors: ..... \$350  
Four color process ..... \$525

**DISPLAY AD DEPTH REQUIREMENTS**

- Advertising measuring over 10 inches deep will run and be charged as 13 inches.
- Double trucks are 11 columns wide x 13 inches deep.

**REMNANT ADS**

A 50% discount from the open rate is available to any advertisers who authorizes Berlyn Inc. to run the advertisement at the publishers discretion. The minimum size is 30 column inches.

**NOT FOR PROFIT**

501-C3 Not for Profit organizations ONLY may receive a 20% discount, but may not combine their discount with any other.

**1) CONDITIONS AND TERMS OF PAYMENT**

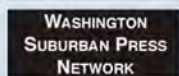
**COMMISSIONS.** Rates are net to publication, as indicated on the Display Advertising rate chart.

**TERMS.** All past due accounts (30 days or more) are subject to interest charges of 1 1/2% per month. Advance payment and a completed credit application or prior approved credit must accompany all new accounts.

**2) ADVERTISING TERMS & CONDITIONS**

- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. reserve the right to refuse insertion to an advertiser with a balance due of more than 60 days, or a history thereof.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. reserve the right to revise, reject or edit any advertisement or to label "advertisement" any ad that may be construed otherwise.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not financially responsible for typographical errors beyond the obligation to reprint the corrected error or give credit for that portion of the advertisement only. No adjustment will be given unless, in the sole opinion of the publisher, the error materially affects the value of the advertisement.
- The forwarding of an insertion order is construed as an acceptance of all the rates and conditions under which advertising space is sold at the time the order is placed. Failure to make an order correspond in price or otherwise with the effective rate card or contract is regarded as a clerical error on the part of the advertiser. Publication will be made and charged for under the rates and terms of the effective rate card without further notification unless the advertiser has a signed contract. Under those conditions the advertiser will be charged the contract rate.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. may revise rates with 30 days written notice to active contract holders. Any agreement accepted is subject to this provision.
- Positions are not guaranteed and adjustments, reinsertions or refunds will not be made because of placement of advertising.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not bound by any terms or conditions, printed or otherwise appearing on order blanks, advertising forms or copy instructions when in conflict with the terms or conditions in the publisher's current rate card or the policies of the newspaper.
- When a customer approves a proof or other copy of an advertisement offered prior to publication, Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not responsible for errors appearing in the published advertisement.
- Advertising composed and not published in any Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. publication will be billed at \$5.00 per column inch.
- Published rates other than those so noted are not commissionable, except under individual written agreement signed by publisher or CEO.
- Any cancellation, change of size or correction must adhere to published deadlines.
- The publisher does not guarantee any given level of circulation of readership to the advertiser.

The Sentinel Newspapers are woman minority-owned and are active members of:



The Sentinel Newspapers past affiliations: Bowie Chamber of Commerce, Montgomery County and Prince George's County, Newspapers In Education, Prince George's Art Council, Rockville Chamber of Commerce, Rotary of College Park, United Way, Southern Prince George's County Business & Professional Women's Association, The Ad Club of Metropolitan Washington, The American cancer Society, The American lung Association, The Leadership Development Forum of Prince George's County, The Montgomery County Chamber of Commerce, The Prince George's County Chamber of Commerce, The Salvation Army, Women Business Owners of Montgomery County and Prince George's County



## ONLINE ADVERTISING

[www.thesentinel.com](http://www.thesentinel.com) receives over 750,000 page views per month and 153,300 unique visitors per month. As a SENTINEL advertiser, you would be eligible to include a copy of your print ad for an additional \$20.95 per week. However, dynamic ad placements, which can provide animation effects and hotlinks back to your website, are also available. Please note that these rates do not incorporate combination discounts for concurrent PRINT EDITION/ONLINE EDITION advertising; as well as prepayment discounts (via check or credit card).

### The Sentinel Online Ad Rates

Ad Unit Size (in pixels)	Description	Net Weekly Open Rate	Multimedia Combo Discount	3 - 14 x Multimedia Rate	14 -28 x Multimedia Rate
728 x 90	Leaderboard	\$1,000.00	\$855.00	\$800.00	\$755.00
160 x 600	Wide Skyscraper	\$1,000.00	\$855.00	\$800.00	\$755.00
300 x 250	Med Rectangle	\$600.00	\$555.00	\$500.00	\$455.00
120 x 60	Button	\$200.00	\$155.00	\$100.00	\$85.00

For more information contact Lonnie Johnson: 301-306-9500 • [lonnie@thesentinel.com](mailto:lonnie@thesentinel.com)

728x90



300x250

## PRE-PRINT RATES

- Inserts must be a minimum of 8.5"x11" and of 60 pound stock.
- Agencies add 15% for agency commission.
- Inserts of 5,000 or more must be delivered to the printer at least one week prior to insertion.
- Your Sentinel representative will quote on multi-page and/or unusual sized inserts.

	1-11 weeks	12-23 weeks	24-35 weeks	36-52 weeks
Single Sheet (8.5"x11") / 2 Page Standard (4 Tab)	\$42.00	\$39.90	\$38.85	\$37.80
4 Page Standard (8 Page Tab)	\$51.45	\$49.35	\$48.30	\$36.75
6 Page Standard (12 Page Tab)	\$54.00	\$52.50	\$51.45	\$50.40
8 Page Standard (16 Page Tab)	\$56.70	\$54.60	\$53.55	\$52.50
12 Page Standard (24 Page Tab)	\$58.80	\$56.70	\$55.65	\$54.60
16 Page Standard (32 Page Tab)	\$60.90	\$58.80	\$57.75	\$56.70
20 Page Standard (40 Page Tab)	\$64.05	\$61.95	\$60.90	\$59.85
24 Page Standard (48 Page Tab)	\$66.15	\$64.05	\$63.00	\$61.95
28 Page Standard (56 Page Tab)	\$68.25	\$66.15	\$65.10	\$64.05
32 Page Standard (64 Page Tab)	\$70.35	\$68.25	\$67.20	\$66.15
36 Page Standard (72 Page Tab)	\$73.50	\$71.40	\$70.35	\$69.30
40 Page Standard (80 Page Tab)	\$75.60	\$73.50	\$72.45	\$71.40
44 Page Standard (88 Page Tab)	\$77.70	\$75.60	\$74.55	\$73.50