

SOUTHSIDE SENTINEL

276 Virginia Street
P. O. Box 549, Urbanna, Virginia 23175
(804) 758-2328; FAX (804) 758-5896
E-mail address: wburch@ssentinel.com
Website: www.SSentinel.com

1. PERSONNEL

Frederick A. and Elizabeth Lee C. Gaskins, Publishers
John Thomas Hardin, Executive Editor (editor@ssentinel.com)
Joseph Gaskins, Production Manager (jgaskins@ssentinel.com)
Wendy Burch, Advertising Manager (wburch@ssentinel.com)
Geanie Longest, Accounts Manager (glongest@ssentinel.com)
Peggy Baughan, Classified Mgr. (classifieds@ssentinel.com)
Michelle Smith, Circulation Mgr. (circulation@ssentinel.com)

2. REPRESENTATIVES

Virginia Press Services
11529 Nuckols Road
Glen Allen, VA 23059
(804) 521-7570

American Newspaper Representatives Inc.
1000 Shelard Parkway, Suite 360
Minneapolis, MN 55426
(612) 545-1116

3. COMMISSIONS AND TERMS OF PAYMENT

The local retail rate is non-commissionable. National rates only are commissionable (see 5c). Terms: Net 30. Local retail rates apply to local retail and service establishments dealing directly with consumers in our circulation area.

After 30 days a service charge of 1½% per month (18% per year) is added to unpaid accounts.

4. ADVERTISING RATES

a. Retail Advertising Rates (Non-Commissionable):

Open Rate (1–59 inches in one calendar month):
\$9.50 per col. inch

b. Monthly

Quantity rates per calendar month

(accounts must be paid within 30 days of billing to receive these quantity discounts):

Col. inches per month	Col. inch rate
60–119	\$9.25
120–249	\$9.00
250–500	\$8.75
Over 500	\$8.50

c. National Advertising Rate (Commissionable):

\$11.25 per column inch (commissionable). 15% allowed to recognized advertising agencies. Ads must be submitted electronically, preferably in the PDF format with all fonts embedded and photos downsampled to 200 dpi.

d. Special Tabloid

Special sections appear in several issues throughout the year in tabloid form (see 6). These appear in combination with the Rappahannock Record with additional free circulation. Quantity discounts do not apply for these sections. No commissions.

Special section advertising rate...\$18.50 per col. inch

**Retail Advertising Rates
Effective January 1, 2018**

e. Preprint Rates

Up to 8 page tabloid or 4 page broadsheet, \$70m (net)
12 page tabloid or 6 page broadsheet, \$73m (net)
16 page tabloid or 8 page broadsheet, \$76m (net)
For each additional 4 tabloid pages or 2 broadsheet pages, add \$3 (net) to the cpm.

The following frequency discounts are available on an annual contract basis:

- 13 weeks per year 5 percent discount
- 26 weeks per year 10 percent discount
- 51 weeks per year 18 percent discount

Please call for maximum/minimum sizes and shipping instructions.

f. Post It Notes and Section Front ads

Strip ads at the bottom of section fronts and Post It Notes applied on the front page are available. Call for prices.

g. COMBINATION RATES

In combination with the weekly Rappahannock Record, Kilmar-nock. \$8.25 col. inch, each paper.

h. COLOR RATES

Full color, ROP (net): Up to 30 col. inches, \$60; 31-60 inches, \$90; 61-90 inches, \$120; 91-120 inches, \$150; 121 inches or more, \$180.

Full color, ROP (net) in combination with the Rappahannock Record (fee applies to each paper): Up to 30 col. inches, \$30; 31-60 inches, \$45; 61-90 inches, \$60; 91-120 inches, \$75; 121 inches or more, \$90.

5. SPECIAL SERVICES

a. Proofs will be delivered, faxed or emailed if requested, providing all copy has been submitted by noon Monday. Second proofs and all other ads will either be emailed or be available for proofing at the Southside Sentinel office.

b. Tearsheets, when requested, will be provided to any advertiser via email at no charge. The fee for paper tearsheets and/or certificates of publication to be mailed through the postal system is \$5.00 per advertisement.

c. www.SSentinel.com includes selected items from the weekly paper, The Rivah Visitor's Guide, all of our classifieds and frequent updates when local breaking news happens. It is also the portal for subscribing to the replica e-Edition and archived copies of the Sentinel in pdf form. The e-Edition is available for \$30.00 per year and may be viewed on computers, tablets and smart phones.

Online advertising is available. See page 11 for details.

6. SPECIAL SECTIONS

- January 25 Bliss (Bridal Guide)
- February 22 Bay HealthStyles
- March 29 Windows on the Bay (Home & Garden)
- August 16 Senior Living
- September 27 Wings, Wheels & Keels
- November 1 Oyster Festival Preview
- November 15 The Perfect Gift (Christmas Catalogue)
- December 20 Holiday Greetings

Inquire about special interest pages during the year on subjects such as fishing, boating, festivals, graduation, pet contests, etc. Most of these pages carry advertising at the regular retail advertising rate.

The Rivah Visitor's Guide is a seasonal tabloid jointly published by the Sentinel and the Rappahannock Record. An average of 17,000 free copies are circulated per month through restaurants, motels, gift shops, marinas and other outlets.

Publication dates for 2018 are:

April 26, May 24, June 28, July 26, August 30, October 18

7. ROP DEPTH REQUIREMENTS

a. Standard page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 19 inches deep will be billed full column depth.

b. Tabloid page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 10 inches deep will be billed at full column depth.

8. COPY REGULATIONS

a. We reserve the right to insert the word “advertisement” in all ads, especially all-copy ads which may be mistaken for news articles.

b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs. The newspaper must be advised of errors no later than 2 days after the ad is published.

c. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.

d. \$45 per hour will be charged for any ad canceled after half or more has been produced and for substantial changes in proofs.

e. Every effort will be made to meet reasonable position requests. Priority is based on the quantity of space purchased. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.

f. Advertisements, articles or other materials copyrighted by the Southside Sentinel may not be reproduced in exact or substantially similar form without the written permission of the publisher of the Southside Sentinel.

9. CLOSING TIMES (Deadlines)

Closing time for display ads is 10 a.m. Tuesday. For ads requiring proofs, large ads or ads with difficult composition, the deadline is noon Monday. For issues in weeks with a holiday, deadlines are one working day earlier.

10. MECHANICAL MEASUREMENTS

a. Printing method: Offset. PDF, TIFF or JPEG files are preferred. Color or black-and-white art and photos can be used in ads.

b. Electronic submissions: The preferred method of receiving advertisements is the Portable Document Format (PDF) with all fonts embedded and photos downsampled to 200 dpi. Please call to obtain detailed instructions.

c. Standard ROP page size (6 columns): Size of printed area: 10.955 inches (wide) x 19.6 inches (deep).

Cols.	Inches Wide	Cols.	Inches Wide
1.....	1.7217”	4.....	7.2617”
2.....	3.5683”	5.....	9.1083”
3.....	5.415”	6.....	10.955”

d. Double truck (two facing pages across gutter): 22.91 inches wide x 19.6 inches deep. Billed as 13 columns wide.

e. Tabloid Size (special sections, except Rivah Visitor’s Guide). Column sizes remain the same and there are 5 columns per page. Printed area: 9.1083 inches (wide) x 10.95 inches (deep).

11. SPECIAL CLASSIFICATIONS

a. Political Rate: Card rate as earned. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

b. Position Charges: Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests. *Priority is based on quantity of space purchased.*

c. Charity Rate: Civic clubs, churches, fire departments, public libraries and charitable groups consisting primarily of volunteers: \$8.25 per column inch.

d. Business Directory: \$8.50 per col. inch (8-week run); \$7.50 per col. inch (12-week run and over). The deadline for submission is 5 p.m. Friday.

e. Church Directory: Weekly listing of services and contact information. Up to 6 lines, \$3; up to 12 lines, \$5 per week.

12. CLASSIFIED RATES (net)

No refunds will be issued for classifieds ads.

a. Up to 25 words: First week \$7, each additional week \$6. 13 week special \$45. \$.28 per word for ads over 25 words.

b. Joint rate with Rappahannock Record, Kilmarnock (fees apply at each paper): Up to 25 words: First week \$6.50, each additional week \$5.50. 13 week special \$40. \$.26 per word for ads over 25 words.

c. Custom classifieds (those with centered or blank lines, special type styles), Legals, Notices, Resolutions, Memorials \$1.50 per line (9 line minimum).

d. Classifieds placed under the following classifications are payable in advance: Personal, Card of Thanks, Moving/Yard Sales, In Memoriam, Work Wanted.

e. Trader ads are free if: Item less than \$100; 15 words or less; Price must be listed; One ad per family; One week run; No ads over phone.

f. Classified deadline: Noon Tuesdays. Order online 24/7 at www.ssentinel.com or email orders to classifieds@ssentinel.com.

g. All classified advertisements are also included on our web site.

h. These add-ons are available: Photo on line and in the paper \$20/week; Banner \$10/week; Bold \$1/word; Border \$10/week; Proof of Publication \$5/week; Highlight \$15/week; Underline \$1/word; Uppercase \$1/word; Web link \$5/week.

13. CIRCULATION

The Southside Sentinel was established in 1896 and covers Middlesex County and the surrounding area in the Middle Peninsula of Virginia. Circulation: 3,848 every Thursday except the last week in December, when no paper is published. Cost: \$.75 single copy.

Subscription prices: \$25 per year in the counties of Middlesex, King and Queen, Mathews, Gloucester, Essex and Lancaster. \$32 per year elsewhere. \$28 per year for part-time residents changing to a nonlocal address for more than three months. \$24 for students (mailed September through May). Add e-Edition access for \$1 per month.

E-edition & archives only, \$30 per year.