

# RETAIL • CLASSIFIED 2008 - 2009

## R A T E C A R D



Publisher: Marty Weybret  
Advertising Director: Kimberly Anger

Rate Card #59  
Effective October 1, 2008  
Morning Publication  
Monday through Saturday

## Lodi News-Sentinel

125 N. Church St. • Lodi, CA 95240  
P.O. Box 1360 • Lodi, CA 95241  
(209)369-2761  
(209) 333-1111 Classified  
(209)369-1084 Fax



**lodinews.com**

# RETAIL RATES

## RETAIL DISPLAY RATES

### • Open Display Rate

Per column inch..... \$19.18  
Local rates are non-commissionable.

### • Twelve Month Bulk Agreements

Contract required.

Inches	Per Column Inch	Inches	Per Column Inch
65	\$17.03	890	\$13.24
115	16.04	1260	12.95
220	15.00	1790	12.69
430	13.96	2520	12.42
630	13.62	3475	12.05

### • Daily Cards

1 inch daily. Per month.....\$283.69  
2 inches daily. Per month..... 543.60  
3 inches daily. Per month..... 790.05  
4 inches daily. Per month..... 1,023.56  
Includes weekly insertion in the Lodi Mail Express and Lodinews.com

• **Non-Profit Rate**..... \$13.43  
Must be a registered non-profit organization with a 501(c)3 certificate.  
Repeat ads that run within 12 days receive a 50% discount.

• **Cards of Thanks, Obituaries, Birthdays, and Anniversaries**  
(2 inch minimum)..... \$12.80

• **Repeat Ad Discounts**  
Advertisers may repeat any ad without copy change within 6 calendar days.  
2nd Ad..... 20% Discount  
3rd Ad..... 25% Discount  
4th+Ads..... 30% Discount

• **Color Rates**  
No minimum sizes.  
1 color+black..... \$167.48  
2 colors+black..... 304.50  
3 colors+black..... 431.38  
(repeat discount does not apply to color)

## PRINT'N SERT PROGRAM

Print'N Serts are free standing, single sheet flyers produced, printed, and inserted for one low price in the Lodi News-Sentinel. Price includes 50 free customer copies. Ask your Account Executive for a personalized quote, and how you can receive a FREE 10" display ad!

## WINS (Weekly Introductory Newspaper Savings)

Save up to 50% on this unique program. The WINS program is designed for businesses that have not advertised within the previous 6 months. The program consists of 4 ads published weekly; 3 in the News-Sentinel, 1 in the Lodi Mail Express and on Lodinews.com.

Size	13 Weeks (price per week)	8 Weeks (price per week)
2"	\$ 74.16	80.40
3"	107.45	116.52
4"	139.00	150.75
5"	168.91	183.16
6"	197.26	213.86
7"	224.11	242.91
8"	249.55	270.40
9"	273.62	296.39
10"	296.39	320.96
11"	317.94	344.17
12"	338.31	366.08

## NATIONAL ADVERTISING RATES

Commission: 15% to recognized agencies.

- Per column inch..... \$23.03
- 1 color + black..... 186.35
- 2 colors + black .....346.83
- 3 colors + black.....496.94
- Lodi Mail-Express per column inch..... 7.31

## PREPRINT INSERTION RATES

Size	Lodi News-Sentinel						
	Open Rate	12-23x	24-47x	48-71x	72-95x	96-119x	120+
Single Sheet	\$35.20	\$34.52	\$33.84	\$31.88	\$30.09	\$28.41	\$26.82
2S/4T/8F	48.91	47.96	47.02	44.26	41.75	39.39	37.17
4S/8T/16F	50.49	49.51	48.53	45.69	43.10	40.66	38.36
6S/12T/24F	52.07	51.05	50.05	47.10	44.43	41.92	39.55
8S/16T/32F	53.96	53.94	51.87	48.82	46.05	43.43	40.97
10S/20T/40F	55.45	54.55	53.38	50.25	47.39	44.70	42.17
12S/24T/48F	57.12	55.99	54.90	51.66	48.74	45.96	43.36
14S/28T/56F	58.69	57.54	56.52	53.09	50.07	47.22	44.55
16S/32T/64F	59.96	58.77	57.62	54.23	51.14	48.24	45.50
18S/36T/72F	61.53	60.31	59.14	55.65	52.48	49.50	46.69
20S/40T/80F	63.10	61.87	60.65	57.08	53.83	50.77	47.87
22S/44T/88F	64.69	63.41	62.16	58.50	55.16	52.02	49.06
24S/48T/96F	66.26	64.95	63.68	59.91	56.51	53.28	50.26

- S-Standard Pages; T-Tabloid Pages; F-Flexie Pages
- Minimum preprint order 5,000.
  - Add \$2 per thousand for orders between 5,000 and 10,000.
  - We reserve the right to delay the date of insertion in the event of late delivery.
  - Preprints must be received in the Lodi News-Sentinel mailroom 5 days prior to publish date. Saturday and holidays - 7 days.
  - Reservation deadline: 7 days prior to publication.
  - Shipping address: Lodi News-Sentinel, 125 N. Church Street, Lodi, CA 95240.
  - Hours: Monday through Friday, 8:30am to 5:30pm. No weekend deliveries.

## RETAIL DEADLINES

- 4:00pm two business days prior to publication. Add two days for weekend closure.
- 4:00pm Monday for Saturday Lodi Living.
- 3:00pm one day prior for proof changes.
- The Lodi News-Sentinel does not publish the following legal holidays: New Years Day, Memorial Day, Independence Day, Labor Day, and Christmas Day. Any intervening holiday advances the deadline by one day.

# CLASSIFIED RATES

## PRIVATE PARTY RATES

All classified ads are a minimum of 5 lines. Rates listed are per line, per day. Classified display ads are billed at 9 lines per inch.

	Per line/daily		Per line/daily
1 day.....	\$2.04	7-9 days.....	\$1.01
2 days.....	1.69	10-13 days.....	.96
3 days.....	1.26	14-24 days.....	.92
4-6 days.....	1.16	25+ days.....	.89

Private party ads payable when placed. Cash, checks, major credit cards accepted.

## COMMERCIAL RATES

### • Commercial Line Rates

1 day.....	\$2.10
2-3 days.....	1.90
4-6 days.....	1.74
7-11 days.....	1.55
12-18 days.....	1.42
19-25 days.....	1.29

### • Commercial Display Annual Contracts

Inches	
153.....	\$11.66
293.....	10.92
573.....	10.22
880.....	9.92
1,187.....	9.67
1,680.....	9.43
2,387.....	9.16
3,360.....	8.90
4,633.....	8.59

### • Repeat Ad Discounts

Advertisers may repeat any ad without copy change within 6 calendar days.

2nd Ad.....	20% Discount
3rd Ad.....	25% Discount
4th+Ads.....	30% Discount

### • Color Rates

No minimum sizes.

1 color+black.....	\$167.48
2 colors+black.....	304.50
3 colors+black.....	431.38

(repeat discount does not apply to color)

## NATIONAL ADVERTISING RATES

Commission: 15% to recognized agencies.

• Per column inch.....	\$16.77
• Per line.....	\$1.86
• 1 color + black.....	\$185.80
• 2 colors + black.....	345.22
• 3 colors + black.....	490.91

## DAILY FREQUENCY RATES

Rates are based on a three (3) line minimum and must run 27 days consecutively. One copy change per month at no charge. An additional charge of \$10.00 will be made for each copy change thereafter. Includes four (4) Wednesday Lodi Mail Express. Additional charge for fifth Mail Express in month. No refund for early cancellations.

Lines	Open Rate	3 months w/contract	6 months w/contract	12 months w/contract
3 lines.....	\$88.81	\$75.49	\$71.04	\$66.61
4 lines.....	115.13	97.86	92.10	86.35
5 lines.....	140.89	119.76	112.71	105.67
6 lines.....	163.89	139.32	131.11	122.92
7 lines.....	188.01	159.81	150.41	141.01
8 lines.....	209.37	177.97	167.49	157.03

Inches	Open Rate	3 months w/contract	6 months w/contract	12 months w/contract
1.00 .....	\$229.99	\$195.50	\$184.00	\$172.50
1.25 .....	281.87	239.59	225.50	211.40
1.50 .....	331.82	282.04	265.45	248.86
2.00 .....	435.84	370.46	348.67	326.88
2.50 .....	536.40	455.94	429.12	402.30
3.00 .....	634.23	539.09	507.38	475.67
3.50 .....	732.74	622.83	586.20	549.56
4.00 .....	828.78	704.46	663.03	621.59
4.50 .....	924.41	785.75	739.53	693.31
5.00 .....	1015.90	863.52	812.72	761.93
5.50 .....	1105.47	939.65	884.37	829.10
6.00 .....	1194.76	1015.54	955.81	896.07
6.50 .....	1282.40	1090.04	1025.92	961.80
7.00 .....	1364.53	1159.85	1091.62	1023.40

## HOME & REAL ESTATE GUIDE

This section is published on Saturday and distributed with the Lodi News-Sentinel and various rack locations around Lodi.

Space run at these rates contributes to fulfillment of Classified Display Annual Contract.

Inches	
99.....	\$14.41
214.....	13.15
297.....	12.45
429.....	12.19
594.....	11.93
858.....	11.67
1,188.....	11.40
1,716.....	11.14
2,484.....	10.92
3,588.....	10.72

## CLASSIFIED DEADLINES

**Private Party:** New copy, corrections, and cancellations accepted until 4:00pm the day prior to publication.

**Classified Commercial:** 4:00pm two (2) business days prior to publication. Thursday 4:00pm for Monday, Friday 4:00pm for Tuesday.

**Saturday Real Estate Tabloid:** 12:00 noon, Tuesday

- Any intervening holiday advances the deadline by one day.
- The Lodi News-Sentinel does not publish the following legal holidays: New Years Day, Memorial Day, Independence Day, Labor Day, and Christmas Day.
- Proof changes are to be made by 3:00pm the day prior to publication.

The Lodi News-Sentinel's website is another opportunity to further your advertising message. Included on the website are the complete classified ads, local news, sports, obituaries, real estate, automotive, weather, stocks, yellow page listings and more.

Advertising opportunities range from complete display ads, and pages, page sponsorship, links and more. Ask your News-Sentinel Account Executive for rates and information.

• **Pick-Up Ads (From News-Sentinel to Lodine<sup>ews</sup>.com)**

- Up to 15 inches..... \$ 2.23
- 16 to 63 inches..... 5.59
- 63+ inches.....11.18

## SPECIAL SERVICES

- Layout and design services are available to advertisers at no additional charge for ads published in the Lodi News-Sentinel or Lodi Mail Express.
- Proofs will be delivered, faxed or e-mailed to the advertiser upon request on all ads providing the copy has been submitted by deadline. Proofs are for typographical corrections only.

## MECHANICAL REQUIREMENTS

- Copy and Art - Photos supplied for ads must be good quality photographs of jpegs sent by e-mail.
  - Camera-ready ads must be sent in pdf format with fonts embedded. We cannot guarantee the proper reproduction of any other file formats.
  - Original artwork must be 85 line screen and color images must be cymk.
  - Printed by offset.
  - Electronic delivery of ad material is encouraged.
  - Ads must be at least 1 inch deep.
  - All ads measuring more than 19.5" deep will be set and charged at 21.5".
  - Tabloid ads more than 10" deep will be charged full 11.5" depth.
  - Ads are measured in quarter inch increments.
  - Mechanical Requirements - Typed pages before processing: 11 5/8 inches wide by 21.5 inches deep.
- No shrinkage. Depth of column: R.O.P. - 21.5", tabloid - 11.5".  
 Number of columns to page: Standard -6, Tabloid 5, Classified 8.  
 Double truck: 24 5/8 inches wide x 21 1/2 inches deep.
- Column widths

Column	Std. Page	Tab Page	Classified Page
1	1 13/16"	1 13/16"	1 5/16"
2	3 3/4"	3 3/4"	2 3/4"
3	5 3/4"	5 3/4"	4 1/4"
4	7 11/16"	7 11/16"	5 11/16"
5	9 5/8"	9 5/8"	7 3/16"
6	11 5/8"	-	8 5/8"
7	-	-	10 1/8"
8	-	-	11 5/8"

## Real Estate Tab Mechanicals

6 column format, 11.5 inches deep, 9.6 pica columns

Minimum ad size: 1 column x 2 inches

	Picas	Inches	Picas	Inches
1 col.....	9.6.....	1 9/16	4 col.....	41.0..... 7 13/16
2 col.....	20.0.....	3 5/16	5 col.....	51.6..... 8 9/16
3 col.....	30.6.....	5 1/16	6 col.....	62.0..... 10 5/16



The Lodi Mail-Express is mailed Wednesdays to non-subscribers in Lodi and Woodbridge providing nearly 100% market coverage combined with the Lodi News-Sentinel. The Lodi Mail-Express contains local stories, classified ads, pre-printed inserts and more.

- **Weekly Pick-Up Rate – Retail**..... \$6.47
- **Weekly Pick-Up Rate – Classified**..... \$4.71

Copy deadline 4pm Wednesday. Ad must run without copy changes in the same calendar week in Lodi News-Sentinel.

• **Pre-Print Insertion Rates**

Pre-print rates are based on weight of the individual piece. Contact your Lodi News-Sentinel Account Executive for a quote.

• **Lodi Mail Express Color Rates**

- 1 color+black..... \$136.01
- 2 colors+black..... 245.63
- 3 colors+black..... 347.13

## TERMS & CONDITIONS

- Approved credit application required for net 30 day terms.
- All advertising charges are due and payable by the 30th of the month following publication. Accounts delinquent 60 days or more, will be subject to a 1.5% monthly service charge.
- Display advertising accepted on a cash with order basis until credit has been approved. Major credit cards accepted.
- Contracts may not be back-dated more than 30 days.
- If more or less advertising than contracted for is used during the agreement period, the established rate in effect at the inception of the agreement for the amount used shall apply. Should the use of additional advertising during the agreement period place the advertiser in the next lower bracket, the advertiser shall be entitled to a lower rate and, (providing the advertising for the agreement period has been paid in full within 60 days of the expiration of the agreement) shall be entitled to a credit or rebate, but will be limited to two levels above the amount of the agreement. In the event the advertiser fails to use the advertising agreed to, the higher rate for the actual amount of advertising used shall apply, and the advertiser will be charged (short-rated) accordingly.

**View the complete Lodi News-Sentinel advertising policy at [lodine<sup>ews</sup>.com/ads/rate cards](http://lodine<sup>ews</sup>.com/ads/rate cards).**

