

# The Goldendale Sentinel

## 2020

Retail/Display  
Advertising  
Rates

117 W. Main St,  
Goldendale, WA 98620  
509-773-3777  
info@GoldendaleSentinel.com  
Mon-Thu: 8 am - 5 pm  
Fri: 9 am - 4 pm

2,600 newspapers  
printed every  
Wednesday.  
90% market saturation!

### ADVERTISING DEADLINES:

**Ad specifications** for art built in-house by The Sentinel must be received by 2pm, the Friday before publication.

**Space reservations** must be received by close of business one week before publication.

**Camera-ready materials** must be received by noon the Monday before publication.

**Circulars & pre-prints** must be received one week prior to insertion date.

### MECHANICAL (6 cols./pg)

All columns conform to Standard Advertising Units (SAUs). Page width is 10.625" by 20.5" in height:

**1-col** = 1.667" (10.0 picas)

**2-col** = 3.458" (20.6 picas)

**3-col** = 5.25" (31.5 picas)

**4-col** = 7.042" (42.3 picas)

**5-col** = 8.833" (53 picas)

**6-col** = 10.625" (63.8 picas)

### PREPRINTS:

Based on 2,600 circulation/week:

Single 8.5 x 11" sheet - \$60 per M

Up to 8-pg. Tabloid - \$65 per M

9 to 12-pg. Tabloid - \$70 per M

13 to 24-pg. Tabloid - \$75 per M

25 to 40-pg. Tabloid - \$80 per M

41 to 58-pg Tabloid - \$85 per M

59 to 72-pg Tabloid - \$90 per M

## OPEN RETAIL DISPLAY/COLOR & CLASSIFIED DISPLAY RATES:

### PER COLUMN INCH NET RATE

ROP Local Open Net Rate: \$8.50

Full Color Charge (no spot color): \$150.00

Classified Display Rate (8 col/pg): \$6.50

Online advertising: please visit our website

**VOLUME DISCOUNTS** available to retail and service businesses based on column-inch volume by the month. Not applicable for contracted rates, specialty publications or community service rates. Only applicable if account paid in full by the due date on any prior bills.

• 50-125 c.i./month: 6%

• 125-315 c.i./month: 8%

• 316 c.i. & more: 10%

### Legal/Public Notice Rate per column inch of printed matter: \$8.50

AFFIDAVIT PROVIDED WHEN BILLED. The Goldendale Sentinel is the legal newspaper for Klickitat County & the cities & townships therein. Submissions to arrive by noon Monday before desired publication. This rate applies to electronic submissions only & may be emailed to: [Legals@GoldendaleSentinel.com](mailto:Legals@GoldendaleSentinel.com) or hand-delivered on a flash drive or other appropriate medium to the address below.

## The Goldendale Sentinel

has been in continuous circulation since 1879. Print & online paid subscriptions & vendor sales comprise our weekly sales, 52 times a year. The Sentinel has been and continues to be the community voice for all of Klickitat County since its founding.

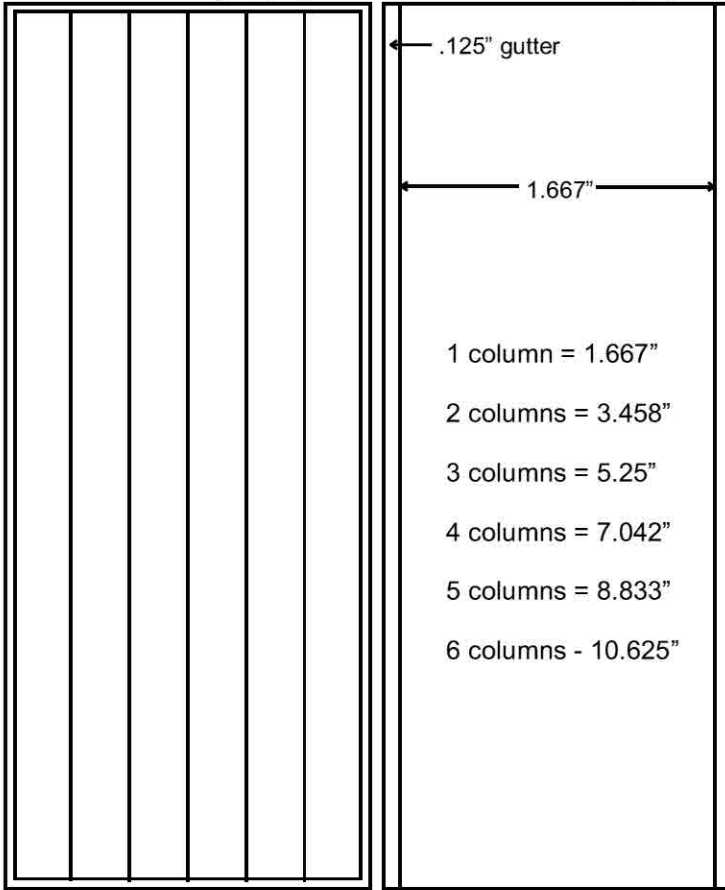
### AREAS SERVED

|              |       |
|--------------|-------|
| Appleton     | 98602 |
| Bickleton    | 98322 |
| Bingen       | 98605 |
| Centerville  | 98613 |
| Dallesport   | 98617 |
| Klickitat    | 98628 |
| Lyle         | 98635 |
| Glenwood     | 98619 |
| Goldendale   | 98620 |
| Roosevelt    | 99356 |
| Trout Lake   | 98650 |
| Wishram      | 98673 |
| White Salmon | 98672 |

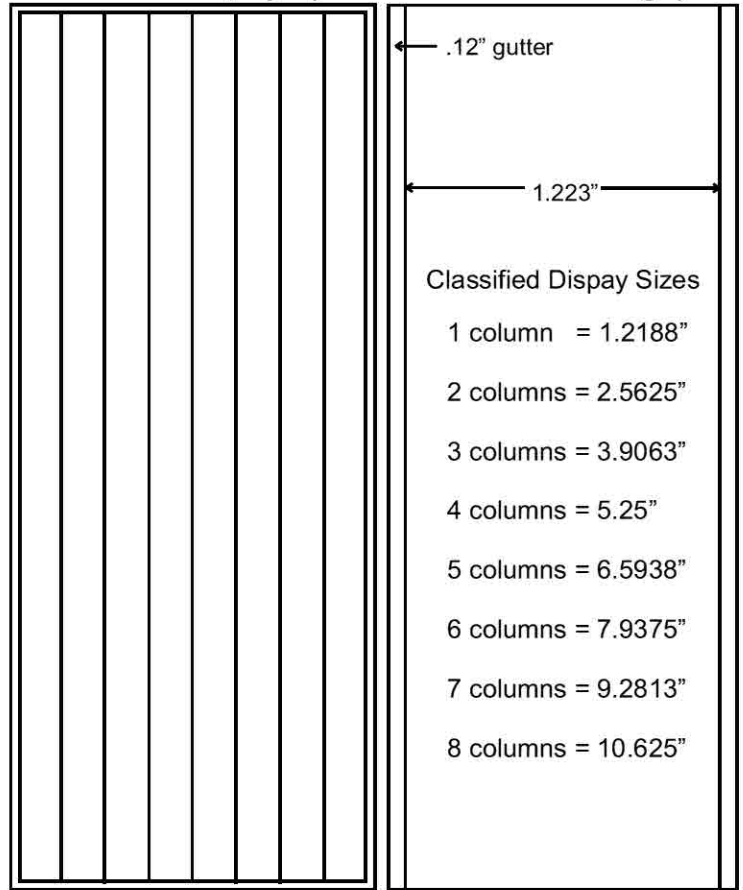
**ELECTRONIC SUBMISSIONS & ADVERTISING CONTACT:** [Ads@GoldendaleSentinel.com](mailto:Ads@GoldendaleSentinel.com) [NOTE: Camera-ready material should be sent in PDF format with fonts embedded. Color work requires CMYK format. We do not accept electronic ads built in Publisher, Page-maker or Corel files. All ads, whether ROP or classified display, classifieds or Legal Notices may also be hand delivered (in electronic format only) to: 117 W. Main St, Goldendale, WA 98620. Office hours: 8am to 5pm M-Th and 9am to 4pm F.

[www.GoldendaleSentinel.com](http://www.GoldendaleSentinel.com)

Standard page (10.625" wide x 20.5" high)



Classified page (10.625" wide x 20.5" high)



## POLICIES & PROCEDURES

### ELECTRONIC AD BACKUP

Advertising agencies and individuals are responsible for maintaining back-up copies of electronic ads submitted to The Goldendale Sentinel. The Sentinel only backs up ads created in-house.

### BROKERED ADVERTISING IS NOT ACCEPTED

Advertising contracts and rates are for individual advertisers. Persons or agencies cannot purchase a volume contract for display space or preprints and resell it to multiple advertisers. Advertisers, including for-profit events, may not include other business logos in ads.

### CREDIT, BILLING AND PAYMENTS

Unless credit has been approved in advance, terms are: a) payment\* made with reservation if ad built in-house by the Sentinel, or b) payment made by one week before run date if ad camera-ready.

\*We accept all major credit/debit cards, money orders, and cash. Checks are to be received three weeks prior to desired run date. Advertising purchased on credit is typically due 30 days from the billing date, although the The Sentinel reserves the right to change the terms, as needed. All obituaries, personal, political, charitable, and/or going-out-of-business advertisements require advance payment. All out of state advertisers shall be cash-with-reservation, unless credit has been approved. Advertising privileges may be suspended if an account becomes past due.

### CHANGING OR REJECTING COPY

On occasion, it may be necessary or appropriate for the newspaper, in its discretion, to change or reject advertising copy, with or without the advertiser's approval. The newspaper has the right to place the

designation "Advertisement" above any advertisement. The newspaper reserves the right to refuse advertising for any or no reason.

### ADVERTISING BUILT IN-HOUSE

All advertising copy and art work produced by The Sentinel is the intellectual property of the paper, and not the advertiser. That work may not be reproduced by any other publication or used in any way without prior approval of The Sentinel.

Publisher will exercise due diligence to prevent mistakes and will be responsible for typographical or other errors only to the extent of a credit or corrected insertion of the portion of advertisement that is incorrect due to publisher's error in the first insertion. Publisher will not be responsible for errors the advertiser missed when the advertising proof was reviewed and approved.

### ADVERTISING PLACEMENT

If a specific position in the newspaper is desired, requests will be considered to the best of publisher's ability but cannot be guaranteed without a premium placement fee. This fee will be determined by the publisher at the time the request is made. No make-goods, reruns or credits will be considered if advertisement is not placed in accordance with request.

### OUR PLEDGE TO READERS

The Goldendale Sentinel recognizes and respects the difference between independently produced news and editorial content and pages offered for sale. Consequently, the newspaper's editors and reporters operate independently of any commercial considerations. No assignments are made or unmade on the basis of an advertising relationship; from inside or outside the newspaper. Credibility is the foundation of our business.