

# Print and Digital Advertising Rate Card



# Seminole Sentinel

SERVING GAINES COUNTY SINCE 1907

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

# Our Readers

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Print Circulation: 1,300

Digital Subscribers: 500

Facebook Followers: 9,800

Instagram Followers: 1,936



# Subscription Rates

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	<i>1 Year</i>	<i>6 Month</i>
Home delivery	\$45.00	\$25.50
Mail (in-county)	\$52.00	\$28.50
Mail (in-state)	\$59.75	\$32.25
Mail (out-of-state)	\$70.50	\$38.50
Online access	\$43.20	
<u>Senior discounted rates</u>		
Home delivery	\$39.50	\$21.25
Mail (in-county)	\$46.25	\$25.25
Mail (in-state)	\$54.75	\$28.25
Mail (out-of state)	\$64.20	\$35.25

# Print Display Ad Rates

## INDIVIDUAL RATES

Ad Sizes		
Full Page	BW Color	\$882 \$982
Half Page	BW Color	\$441 \$541
Quarter Page	BW Color	\$220.50 \$320.50
3x7	BW Color	\$147 \$247
3x5	BW Color	\$105 \$205
Business Card	BW Color	\$28 \$48

\*ASK ABOUT OUR VOLUME CONTRACT RATES

## Special Advertising

Business Guide - \$75/month  
(runs 5x/month)

Ag Page - \$25/time  
(runs every Sunday)

Church Page - Large Ad \$15/per time  
(runs 5x/month)      Small Ad \$8.50/per time

Sports Page - \$30/time  
(runs every Wednesday)

FULL PG.  
6 COL X 21"  
10.54" X 21"

HALF PG.  
6 COL X 10.5"  
10.54" X 10.5"

1/4 PG.  
3 COL X 10.5"  
5.27" X 10.5"

2X2

3X5

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# Classified Advertising

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Open classified (national) rate - \$7 col/inch

Local real estate rate - \$6 col/inch

Legals - 38 cents per word

Word ads (20 word minimum) - \$7

\*\*\*\**additional word(s) - 38 cents per word*

## Inserts

Sheet, 4 page tab	\$185
4 full, 8 page tab	\$210
6 full, 12 page tab	\$235
8 full, 16 page tab	\$245

### NEWS STAND LOCATIONS

Swift Stop	United Supermarkets
Walker Sims	Uncle's
Hart's Corner	Walmart
Porter's Grocery	Stripes
Family Dollar	



# Digital Advertising

Our digital site, [seminolesentinel.com](http://seminolesentinel.com), attracts almost 10,500 visitors a month and features special content including photo galleries, videos, and more. Ask your media sales representative about special print and digital packages and volume discounts.

## **Masthead Leaderboard:**

\$800/month

## **Homepage Leaderboard:**

\$500/month

## **Content Leaderboard:**

\$300/month

*(News, Sports, Obits, Class.)*

## **Event Ads:**

\$25/day

*Includes 1 Social Post*

## **Weather Sponsor:**

\$160/month

**Masthead Leaderboard**

# Seminole Sentinel

**Content Leaderboard**

**Weather Sponsor**

**Homepage Leaderboard**

**Homepage Leaderboard**

**Event Ad**

**Event Ad**

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# Submission Guidelines

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**Email:** [ads@seminolesentinel.com](mailto:ads@seminolesentinel.com)

(Please state client name and ad run date in subject line)

**Preferred formats:**

PDF, JPG (Print)

JPG, PNG, TIFF (Digital)

**Color:** CYMK

**Resolution:** 300dpi

Published each  
Wednesday  
and Sunday.  
*Online daily*

## ROP Measurements

Pass format	6 columns
Column size	1.67 inches
Column gutter	.13 inches
Printing image	11.625 x 20.5 inches

## Deadlines

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Wednesday Paper: Tuesday, noon

Sunday Paper: Friday, noon





# contact us

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## Phone:

(432) 758 - 3667

## Email:

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## Website:

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

## Hours:

8:30 a.m. - 5 p.m.  
Monday-Friday



## FOLLOW US

Facebook

@seminoletxsentinel

Instagram

@seminolesentinel

## Download our app!

