

SENTINEL & ENTERPRISE

2011 Display Frequency Rates - Standard Ad Sizes

Category: Retail

Annual Commitment (# of Weeks, 1 Insertion)

Standard Sizes	Inches	Dimensions	Open	4x	13x	26x	39x	52x
1/24	5.25	2col x 2.625"	\$ 147	\$ 132	\$ 118	\$ 110	\$ 96	\$ 74
1/18	7.00	2col x 3.50"	\$ 196	\$ 176	\$ 157	\$ 147	\$ 127	\$ 98
1/12	10.50	2colx5.25" / 3colx3.50"	\$ 294	\$ 265	\$ 235	\$ 221	\$ 191	\$ 147
1/9	14.00	2col x 7.00"	\$ 392	\$ 353	\$ 314	\$ 294	\$ 255	\$ 196
1/8	15.75	3col x 5.25"	\$ 441	\$ 397	\$ 353	\$ 331	\$ 287	\$ 221
1/6	21.00	2colx10.50" / 3colx7.50"	\$ 588	\$ 529	\$ 470	\$ 441	\$ 382	\$ 294
1/5	28.00	4col x 7.00"	\$ 784	\$ 706	\$ 627	\$ 588	\$ 510	\$ 392
1/4	31.50	3colx10.50" / 6colx5.25"	\$ 882	\$ 794	\$ 706	\$ 662	\$ 573	\$ 441
1/3	42.00	2col x 21.00"	\$ 1,176	\$ 1,058	\$ 941	\$ 882	\$ 764	\$ 588
1/2	63.00	6colx10.50" / 3colx21.00"	\$ 1,764	\$ 1,588	\$ 1,411	\$ 1,323	\$ 1,147	\$ 882
2/3	84.00	4col x 21.00"	\$ 2,352	\$ 2,117	\$ 1,882	\$ 1,729	\$ 1,498	\$ 1,152
3/4	94.50	6col x 15.75"	\$ 2,646	\$ 2,381	\$ 2,117	\$ 1,925	\$ 1,668	\$ 1,283
Full Page	126.00	6col x 21.00"	\$ 3,528	\$ 3,175	\$ 2,822	\$ 2,540	\$ 2,201	\$ 1,693
PCI for Non-Standard Ad Sizes			\$ 28.00	\$ 25.20	\$ 22.40	\$ 21.00	\$ 18.20	\$ 14.00

PREMIUM POSITIONS

Page 2	25%
Front Page Strips	\$299
Integrated ads	50%
Guaranteed Positions*	25%

* Based on Availability

COLOR

<u>Spot</u>	<u>Processed</u>
\$100	\$200

REPEAT DISCOUNT PROGRAM (within the same week)

2nd Insertion	30%
3rd Insertion	40%
4th Insertion	60%
Ad(s) must run within 7 days of first run	
- Ads must be the same size	
- Ads must contain the same copy with minor changes	
- Ads may run in any ROP section	
- Ads may not be combined with any other discount program	

MULTIPLE PUBLICATION DISCOUNTS:

Receive 25% off open rate of any additional Media One New England Publications(s). Same ad(s) must run within 6 days of first run.

RATES FOR NON-PROFIT ADVERTISERS 26x

Must have current and verifiable non-profit status

POLITICAL RATES 26x

Ads must be paid in advance and approved by Publisher

*Minimum ad size is 3"

All rates are Net and subject to change.