

CLASSIFIED LINER/IN COLUMN ADS CLOSING TIMES

DAY OF PUBLICATION	COPY DEADLINE
SUNDAY/MONDAY	Friday, 4 p.m.
TUESDAY	Monday, 3:15 p.m.
WEDNESDAY	Tuesday, 3:15 p.m.
THURSDAY	Wednesday, 3:15 p.m.
FRIDAY	Thursday, 3:15 p.m.
SATURDAY	Friday, 3:15 p.m.

CLASSIFIED MEASUREMENTS

10 Column Format

Column Size	Inches
1	1.042
2	2.147
3	3.234
4	4.358
5	5.464
6	6.569
7	7.675
8	8.781
9	9.886
10	10.992

Depth of page is 21 inches, or 212 lines; 14 agate lines per inch. Ads running 20 inches deep will be billed for the full 21 inches. Display ads are billed to the next 1/2 inch. Classified set solid agate type is 5.4 pt. Spartan. Photos require an 85-line screen. Display ads are set in 10 point type; 7pt. available on request. Minimum size ads or proof service: 20 column inches.

COLOR RATES

	Black, Plus	1 Color	2 Colors	3 Colors
THREE QUARTER TO FULL PAGE ADS (158.5" to 212.5" Classified Measure)				
HALF TO THREE QUARTER PAGE ADS (105.5" to 158" Classified Measure)	\$216.00	\$281.00	\$346.00	
QUARTER TO HALF PAGE ADS (53" to 105" Classified Measure)	\$163.00	\$211.00	\$260.00	
LESS THAN QUARTER PAGE ADS (52.5" or less Classified Measure)	\$108.00	\$141.00	\$173.00	

OPEN RATES

DAILY		SUNDAY	
Per Line	Per Inch	Per Line	Per Inch
\$4.56	\$45.63	\$4.75	\$47.48

GENERAL CLASSIFIED ANNUAL DOLLAR VOLUME CONTRACT RATES

SPENDING LEVEL	DAILY		SUNDAY		SPENDING LEVEL	DAILY		SUNDAY	
	Line	Inch	Line	Inch		Line	Inch	Line	Inch
\$2,500	\$1.46	\$14.63	\$1.52	\$15.24	\$46,500	\$1.36	\$13.60	\$1.42	\$14.21
\$3,500	\$1.45	\$14.52	\$1.51	\$15.14	\$55,500	\$1.35	\$13.49	\$1.41	\$14.11
\$4,500	\$1.44	\$14.42	\$1.50	\$15.04	\$66,500	\$1.34	\$13.39	\$1.40	\$14.01
\$5,500	\$1.43	\$14.32	\$1.49	\$14.94	\$80,000	\$1.33	\$13.29	\$1.39	\$13.91
\$7,500	\$1.42	\$14.21	\$1.48	\$14.83	\$95,500	\$1.32	\$13.18	\$1.38	\$13.80
\$13,000	\$1.41	\$14.11	\$1.47	\$14.73	\$115,000	\$1.31	\$13.08	\$1.37	\$13.70
\$17,500	\$1.40	\$14.01	\$1.46	\$14.63	\$138,500	\$1.30	\$12.98	\$1.36	\$13.60
\$22,500	\$1.39	\$13.91	\$1.45	\$14.52	\$165,500	\$1.29	\$12.88	\$1.35	\$13.49
\$32,500	\$1.38	\$13.80	\$1.44	\$14.42	\$198,500	\$1.28	\$12.77	\$1.34	\$13.39
\$38,500	\$1.37	\$13.70	\$1.43	\$14.32	\$238,500	\$1.27	\$12.67	\$1.33	\$13.29

GENERAL CLASSIFIED 52 CONSECUTIVE WEEK DOLLAR VOLUME CONTRACT RATES

To qualify for weekly rates, advertisers must run 52 consecutive weeks for the term of the contract.

SPENDING LEVEL	DAILY		SUNDAY		SPENDING LEVEL	DAILY		SUNDAY	
	Line	Inch	Line	Inch		Line	Inch	Line	Inch
\$2,500	\$1.34	\$13.39	\$1.39	\$13.91	\$46,500	\$1.24	\$12.36	\$1.29	\$12.88
\$3,500	\$1.33	\$13.29	\$1.38	\$13.80	\$55,500	\$1.23	\$12.26	\$1.28	\$12.77
\$4,500	\$1.32	\$13.18	\$1.37	\$13.70	\$66,500	\$1.22	\$12.15	\$1.27	\$12.67
\$5,500	\$1.31	\$13.08	\$1.36	\$13.60	\$80,000	\$1.21	\$12.05	\$1.26	\$12.57
\$7,500	\$1.30	\$12.98	\$1.35	\$13.49	\$95,500	\$1.19	\$11.95	\$1.25	\$12.46
\$13,000	\$1.29	\$12.88	\$1.34	\$13.39	\$115,000	\$1.18	\$11.85	\$1.24	\$12.36
\$17,500	\$1.28	\$12.77	\$1.33	\$13.29	\$138,500	\$1.17	\$11.74	\$1.23	\$12.26
\$22,500	\$1.27	\$12.67	\$1.32	\$13.18	\$165,500	\$1.16	\$11.64	\$1.22	\$12.15
\$32,500	\$1.26	\$12.57	\$1.31	\$13.08	\$198,500	\$1.15	\$11.54	\$1.21	\$12.05
\$38,500	\$1.25	\$12.46	\$1.30	\$12.98	\$238,500	\$1.14	\$11.43	\$1.19	\$11.95

SANTA CRUZ SENTINEL WEEKLY FREQUENCY PROGRAM

* Same ad within 7 publishing days, no copy changes. Discount does not apply to color.

Number Of Insertions	Days In A 7-Day Period	% Discount Per Ad
2	Any day, Mo - Su	15%
3	Any day, Mo - Su	20%
4	Any day, Mo - Su	25%
5	Any day, Mo - Su	30%
6	Any day, Mo - Su	35%
7	Any day, Mo - Su	40%

EARLY WEEK BONUS

* Same ad within 7 publishing days, no copy changes. Discount does not apply to color.

Number Of Insertions	Days In A 7-Day Period	% Discount Per Ad
2	Mon, Tues, or Wed	20%
3	Mon, Tues, or Wed	25%