

30 DAY RATES

**Same ad for 30 consecutive days, no copy changes*

	Per Inch
1½ inches	\$15.54
2 inches	\$15.11
3 inches	\$14.77
5 inches	\$14.12
7 inches	\$13.47

SPECIAL CLASSIFICATION RATES

PER INCH	DAILY	SUNDAY
Church	\$19.09	\$19.87
Government	\$20.17	\$20.96
Non-Profit Organizations*	\$19.09	\$19.87
Special Section		
(Shopping Center & Local Co-op)	\$21.55	\$22.37
Public Announcements	\$20.59	\$21.40
Political (Cash with order)	\$20.59	\$21.40
Movie Studio	\$22.01	\$22.93

Repeat ad discounts do not apply to above rates.

*Non-profit must be a qualified 501c3 organization.

GROCERY & RESTAURANT ADVERTISING RATES

OPEN RATES	DAILY	SUNDAY
	\$20.05	\$20.86

ANNUAL DOLLAR VOLUME CONTRACT RATES

SPENDING LEVEL	DAILY	SUNDAY
\$2,500	\$18.05	\$18.77
\$7,500	\$17.45	\$18.15
\$22,500	\$16.84	\$17.51
\$44,000	\$16.55	\$17.21
\$66,500	\$16.24	\$16.89
\$90,750	\$16.10	\$16.74
\$115,000	\$15.94	\$16.58
\$198,750	\$15.64	\$16.27

Repeat ad discounts do not apply to above rates.

COLOR RATES

	Black, Plus	1 Color	2 Colors	3 Colors
THREE QUARTER TO FULL PAGE ADS (97" - 127.5" ROP Measure)		\$271.00	\$351.00	\$433.00
HALF TO THREE QUARTER PAGE ADS (64.5" - 96.5" ROP Measure)		\$216.00	\$281.00	\$346.00
QUARTER TO HALF PAGE ADS (32" - 64" ROP Measure)		\$163.00	\$211.00	\$260.00
LESS THAN QUARTER PAGE ADS (31.5" or Less ROP Measure)		\$108.00	\$141.00	\$173.00

RETAIL ADVERTISING RATES

Minimum Depth for an R.O.P. (run of paper) ad is 1 1/2" with increments of 1/2 inch allowed thereafter.

OPEN RATES	DAILY	SUNDAY
	\$31.50	\$32.75

ANNUAL DOLLAR VOLUME CONTRACT RATES

SPENDING LEVEL	DAILY	SUNDAY	SPENDING LEVEL	DAILY	SUNDAY
\$2,500	\$24.01	\$24.97	\$46,500	\$21.88	\$22.75
\$3,500	\$23.74	\$24.69	\$55,500	\$21.73	\$22.61
\$4,500	\$23.61	\$24.56	\$66,500	\$21.61	\$22.47
\$5,500	\$23.47	\$24.41	\$80,000	\$21.47	\$22.33
\$7,500	\$23.21	\$24.13	\$95,500	\$21.34	\$22.20
\$13,000	\$22.80	\$23.72	\$115,000	\$21.21	\$22.05
\$17,500	\$22.54	\$23.45	\$138,500	\$21.07	\$21.92
\$22,500	\$22.41	\$23.31	\$165,500	\$20.94	\$21.77
\$32,500	\$22.15	\$23.03	\$198,500	\$20.81	\$21.64
\$38,500	\$22.00	\$22.89	\$238,500	\$20.67	\$21.50

52 CONSECUTIVE WEEK DOLLAR VOLUME CONTRACT RATES

To qualify for weekly rates, advertisers must run consecutively for the term of the contract.

SPENDING LEVEL	DAILY	SUNDAY	SPENDING LEVEL	DAILY	SUNDAY
\$2,500	\$21.52	\$22.38	\$46,500	\$20.05	\$20.86
\$3,500	\$21.34	\$22.19	\$55,500	\$19.96	\$20.76
\$4,500	\$21.24	\$22.08	\$66,500	\$19.87	\$20.66
\$5,500	\$21.16	\$21.99	\$80,000	\$19.78	\$20.57
\$7,500	\$20.97	\$21.81	\$95,500	\$19.69	\$20.47
\$13,000	\$20.69	\$21.52	\$115,000	\$19.59	\$20.37
\$17,500	\$20.52	\$21.33	\$138,500	\$19.51	\$20.28
\$22,500	\$20.41	\$21.23	\$165,500	\$19.41	\$20.18
\$32,500	\$20.24	\$21.04	\$198,500	\$19.32	\$20.10
\$38,500	\$20.15	\$20.95	\$238,500	\$19.23	\$20.00

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%