

# The Sentinel-Record

A Morning Newspaper

300 SPRING STREET • P.O. BOX 580  
HOT SPRINGS NATIONAL PARK, ARKANSAS 71902  
501-623-7711 • HSV 501-922-0979 • Malvern 501-337-5500  
Fax 501-623-2984

Home page: www.hotsr.com • email: production@hotsr.com

## RETAIL DISPLAY ADVERTISING RATES

As of December 1, 2011

### OPEN RATE (No Contract)

**National Rate**  
(per column inch).....\$32.62  
**Local Rate**  
(per column inch).....\$22.19  
**Small Business Rate**  
(per column inch).....\$14.76  
(same ad, 4 times within 30 days)  
**STANDING CARD RATE**  
(30 days) (per column inch).....\$13.77  
**NONPROFIT & CHURCH RATE**  
(per column inch).....\$13.44

Ask your Account Representative  
about Frequency Discounts

All balances over 30 days are  
subject to finance charge  
of .00833 per month

### CONTRACT RATES

**VOLUME SPACE** (to be used in one year\*)  
In Column Inches ..... Per Col. Inch  
150 or more.....\$18.78  
300 or more.....\$15.76  
600 or more.....\$15.26  
1,200 or more.....\$14.74  
2,500 or more.....\$14.33  
5,000 or more.....\$13.95  
7,500 or more.....\$13.37  
10,000 or more.....\$12.95  
15,000 or more.....\$12.68  
20,000 or more.....\$12.14  
25,000 or more.....\$11.89  
30,000 or more.....\$11.62

\*Note: Space in Preprints and  
The Sentinel-Record TMC is not  
applicable toward contract fulfillment.

## CLASSIFIED ADVERTISING LINE RATES

Number Of Lines	1,2,3 Times	4,5,6,7 Times	1 Month
3 LINES	11.75	19.15	57.45
4 LINES	13.55	23.20	69.50
5 LINES	15.45	27.35	81.90
6 LINES	17.20	31.25	93.75
7 LINES	19.05	35.40	106.25
8 LINES	20.90	39.45	118.40
9 LINES	23.40	43.25	129.85
10 LINES	25.35	47.40	142.15

Line ads - approximately 20 characters per line

All The Sentinel-Record Classified line ads can be seen  
on the Internet at: <http://www.hotsr.com>  
e-mail address: [classifieds@hotsr.com](mailto:classifieds@hotsr.com)  
FREE Private party line ads for items priced \$150 or less

## CLASSIFIED DISPLAY RATES

### OPEN RATE (No Contract)

One Time.....\$15.91 per inch, per day  
\*Three Times..\$14.11 per inch, per day  
\*Seven Times..\$13.54 per inch, per day  
\*30 times.....\$12.51 per inch, per day

\*Consecutive Insertions

National Classified  
Display Rate  
\$22.97 per inch, per day

National Line Ad  
\$2.99 per line, per day  
Minimum 3 lines  
Minimum 3 days

NO DISCOUNT ON LINE ADS

### CONTRACT RATES

**VOLUME SPACE** (to be used in one year\*)  
In Column Inches ..... Per Column Inch  
150 or more.....\$14.95  
300 or more.....\$13.60  
600 or more.....\$13.00  
1,500 or more.....\$12.60  
2,500 or more.....\$12.20  
3,500 or more.....\$12.00  
5,000 or more.....\$11.60  
7,500 or more.....\$11.30  
10,000 or more.....\$11.05  
12,500 or more.....\$10.65  
15,000 or more.....\$10.30  
17,500 or more.....\$9.95

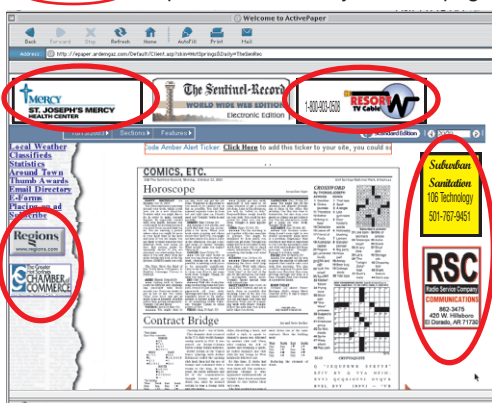
\*Note: Space in Preprints and  
The Sentinel-Record TMC is not  
applicable toward contract fulfillment.

## ADVERTISING on the WEB

Maximize your advertising dollar with an ad on The Sentinel Record web site. Space is available on the right and left sides of the pages in the Standard or Enhanced edition of The Sentinel Record in addition to banner ads on the top of pages and classified areas.

Your ad can provide a link to your web page, or email address, simply by clicking on your ad.

Additional options include animated as well as still graphics, in color per customers request. Ads vary in size and price.



Call  
501-623-7711  
or your  
advertising  
representative  
for details.

# Advertising Data Sheet

Effective December 1, 2011

## ADVERTISING DEADLINES:

To Run

Deadline

Monday Main News.....Thursday 3:00 pm  
Monday Business Review.....Thursday 3:00 pm  
Tuesday Main News.....Friday 3:00 pm  
Tuesday Business Review.....Thursday 3:00 pm  
Wednesday.....Friday 4:00 pm  
Thursday.....Monday 3:00 pm  
Friday.....Tuesday 3:00 pm  
Saturday.....Wednesday 3:00 pm  
Sunday Society & Entertainment.....Wednesday 3:00 pm  
Sunday Main News.....Thursday 2:00 pm

COLOR ADS AND ALL ADS FULL PAGE IN SIZE AND OVER, ADD 24 HOURS TO DEADLINES SHOWN ABOVE.  
Call for special/promotional section deadlines.

## MECHANICAL SPECIFICATIONS

### RETAIL DISPLAY ADVERTISING

Page Size: 6 Columns 10.625" wide x 21.25" tall

1 col. width.....1.6667" 4 col. width.....7.0417"  
2 col. width.....3.4583" 5 col. width.....8.8333"  
3 col. width.....5.25" 6 col. width.....10.625"  
Double Truck (Center Spread) Dimensions: 21.7917" wide x 21.25" tall

### CLASSIFIED DISPLAY ADVERTISING

Page Size: 9 Columns 10.625" wide x 21.25" tall

1 col. width.....1.079" 6 col. width.....7.032"  
2 col. width.....2.27" 7 col. width.....8.223"  
3 col. width.....3.460" 8 col. width.....9.414"  
4 col. width.....4.651" 9 col. width.....10.6"  
5 col. width.....5.842" Double Truck (Center Spread)  
Dimensions: 21.7917" wide x 21.25" tall

## MID-WEEK Extra

DELIVERED TO 11,000  
NON-SUBSCRIBERS  
EVERY WEDNESDAY  
\$5.50 per column inch

## GARLAND COUNTY west

A WEEKLY SUPPLEMENT DELIVERED IN THE  
SENTINEL-RECORD EVERY THURSDAY TO  
READERS IN WESTERN GARLAND COUNTY  
\$5.50 per column inch

## ELECTRONIC FILE REQUIREMENTS

First, please send us a test file before submitting live electronic ads. We can only ensure the quality of your ad when we can work out any electronic problems ahead of deadlines.

We prefer receiving ads in the Adobe™ Acrobat file format called a PDF (Portable Document Format).

Files must be Macintosh compatible.

- \* Electronic files and/or file changes must be received at the same time as the space and copy deadlines published above.
- \* A Sentinel-Record "Electronic File Checklist" form must be completed and forwarded with each electronic file.
- \* Your account name, contact name, phone number, file name, and insertion date must be written on the disk label.

Ads may be submitted on:

- \* E-Mail as an attachment to [production@hotsr.com](mailto:production@hotsr.com)
- \* CD-ROM
- \* AdSend - site locator is ARHOT



Ads not sent as Adobe™ Acrobat PDF files can be created in:

- \* Multi-Ad Creator 8
- \* InDesign CS 2

All artwork must be saved as an EPS file in Photoshop 5.5 or an earlier version. Halftones must be prepared using The Sentinel-Record transfer curve and electronic settings which are shown on the Electronic File Checklist. (call for a copy) Any EPS file supplied with the ad must include the original native (application) file as well as the EPS file.

Mechanical requirements are:

- \* The ad must be the correct size with all elements placed inside the ad area.
- \* A hard copy of the ad file must accompany each ad for reference and as a quality control measure.
- \* Color plate designation and registration marks must be applied on all color ads.
- \* If photographs or graphics are to be scanned by The Sentinel-Record, placement windows must be indicated.
- \* Scanned photos must accommodate a 30% dot gain on the press.
- \* Files must be set to output at 85 LPI and 1200 DPI.
- \* Color files must use CMYK values. DO NOT use RGB values.
- \* Maximum output size is 10.625 x 21.25 inches.
- \* Each disk or cartridge must contain only one ad file.

## PREPRINT RATES AVAILABLE ON REQUEST

### FULL PAGE COLOR RATES:

One Color + Black.....\$135.00  
Two Colors + Black.....\$215.00  
Three Colors + Black.....\$290.00

Color Rates for smaller sizes available on request.

Full process color is acceptable subject to availability