The Sentinel
www.lewistownsentinel.com

2019 Media Kit & Advertising Rates
— Effective January 1, 2019 —

352 Sixth Street,
Lewistown, PA 17044
Phone: 717-248-6741
Fax: 717-248-3481

The Juniata Valley’s Media Starts Here...
The Sentinel
Total Market Coverage with Neighbors
Print • Mobile • Online • Events • Real Match Job Network
The Sentinel
www.lewistownsentinel.com

The Juniata Valley’s Media Starts Here

Why Invest Your Advertising Dollars With Us?

We give you the most **EYEBALLS** in the area
20,000 daily print readers/810,000 online & mobile page views per month

Our audience gives us the **GREEN LIGHT**. The Sentinel is the only advertising vehicle invited into the home - that’s called **permission marketing**. Our readers pay for our paper & expect and welcome ads.

More local homes get The Sentinel each day than watch the **SUPER BOWL**! Our print product alone reaches 55% of Lewistown and 30% of the extended market - that’s **reach** for your ad dollars!

We can give you the best **RETURN ON INVESTMENT** for your **MONEY**. Cheap competitors without a large audience may not bring the results you want. We have an ad package to meet your needs.

You have lots of options to **TARGET** your ads. Sports, Lifestyle, Special Sections, Glossy Magazines & Events - we’ve got your audience.

Our total audience is **UP**. We’ve gained tons of new viewers with our website/mobile audience and our print product still has the best reach. If you want results, start with The Sentinel.
The Sentinel
www.lewistownsentinel.com

**MARKET POPULATION**
71,318

The Sentinel is the only daily newspaper for **MIFFLIN AND JUNIATA COUNTIES**.
We have some readership in Huntingdon, Perry and Snyder counties also.

83% 52%

Percentage of area residents who use The Sentinel in a 7-day period.
Percentage of PA residents surveyed who list the local newspaper as their primary source of shopping info.

**Key Zip Codes:** 17044, 17009, 17004, 17063, 17084, 17058, 17059, 17099

Largest home penetration in Mifflin County for any media with The Sentinel every Saturday.

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**REACH 70,000 POTENTIAL CUSTOMERS**

20,000
60,000
7,000+
810,000
5,500+

PRINT READERS
WEB USERS
SOCIAL MEDIA USERS
SCREEN VIEWS
MOBILE USERS

= 1,000 PEOPLE
PERSONNEL
Publisher ................................. Ruth Eddy
Advertising Director ............... Matthew Bolich
mbolich@lewistownsentinel.com
Circulation Manager ............... Ed Williams
ewilliams@lewistownsentinel.com
Ad Services/Pre-Print Coordinator ........ Sue Kline
skline@lewistownsentinel.com

RATE AND PAYMENT POLICY
A. The Publisher reserves the right to refuse any advertisement.
B. Retail, classified and preprint advertising rates are not commissionable. No cash or credit discounts allowed.
C. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue.
D. Advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss, or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violation of right of privacy resulting from the publication of the advertiser’s advertisement.
E. The publisher is not responsible for errors in copy accepted after deadline. Notice of typographical or other errors must be made before the second insertion. Claims for refunds or credit for more than one insertion will not be recognized unless notice of the error is given prior to second insertion. All requests for credit must be made during the same billing period in which ad appeared.
F. Requests for special placement will be accommodated when possible. Position placement is not guaranteed.
G. Terms - Net payable in full by 30th of the month following publication. A 1.5% late fee added to unpaid balance after 30 days. After 60 days all contracts are subject to nullification by publisher with advertising rebilled at open rate.
H. All advertising accepted on a cash-with basis unless credit has been established previously.
I. All advertising credit balances must be taken in kind (i.e. through additional advertising) and must be taken in one year. No cash refunds awarded.
J. The Publisher reserves the right to cancel any agreement or make any rate revision upon 30 days written notice. The advertiser may cancel any contractual agreement without adjustment charge at any date upon which new and increased rates are made effective by The Sentinel.
K. Advertisements over 19 inches in depth will be billed as full depth ads, 21 1/2 inches for each column occupied.
L. Combination rates and repeat discounts apply only when identical copy is scheduled in accordance with established combination rate structure. All combinations and repeats must be completed within 7 days.
M. The Sentinel will not extend credit for advertising orders or space reservations that claim sequential liability.
N. The Sentinel does not accept brokered advertising.

CONTRACT & COPY REGULATIONS
A. Cancellations: Any advertisement cancelled after advertising deadline for the specified publication will be charged at 50% of the applicable rate for the advertisement.
B. Alteration Charges: Alteration to a composed ad will be limited to specific errors in copy or design on the part of The Sentinel.
C. Advertisers under signed agreement: Billing will be adjusted to reflect the actual volume run, and where applicable to reflect a higher earned rate, resulting in a shortrate. Advertisers who exceed their agreement level may sign a new agreement to take advantage of a lower rate. No credits or cash rebates awarded for exceeding an agreement plan.
D. Acceptance of any ad copy by an employee of The Sentinel does not ensure the copy is approved for publication. Unusual, objectionable and/or copy dealing with controversial subjects must be approved by the Publisher.
E. The advertiser assumes all liability of advertisements published.
F. Political advertisements must contain a “paid by...” disclaimer. Political ads and going-out-of-business ads must be paid in advance.
G. Ads simulating news copy will be labeled “advertisement” & bordered.
DISPLAY ADVERTISING RATES

Based on six columns per broadsheet, rates below are per column inch. No advertisement smaller than one column inch by two inches. All rates are net to paper.

A. Local Retail Rates (Per Inch Rates)

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>M-F $19.95; Sat $20.95</th>
<th>Non-Profit Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17.25</td>
<td>$18.25</td>
</tr>
</tbody>
</table>

* Requires Federal Tax Exempt Number on File

B. Annual Volume Rates

<table>
<thead>
<tr>
<th>Volume</th>
<th>Daily</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,500&quot; per year</td>
<td>$13.15</td>
<td>$14.15</td>
</tr>
<tr>
<td>3,200&quot; per year</td>
<td>$13.90</td>
<td>$14.90</td>
</tr>
<tr>
<td>2,400&quot; per year</td>
<td>$14.25</td>
<td>$15.25</td>
</tr>
<tr>
<td>1,600&quot; per year</td>
<td>$14.95</td>
<td>$15.95</td>
</tr>
<tr>
<td>1,200&quot; per year</td>
<td>$15.20</td>
<td>$16.20</td>
</tr>
<tr>
<td>750&quot; per year</td>
<td>$15.75</td>
<td>$16.75</td>
</tr>
<tr>
<td>500&quot; per year</td>
<td>$16.55</td>
<td>$17.55</td>
</tr>
<tr>
<td>250&quot; per year</td>
<td>$17.25</td>
<td>$18.25</td>
</tr>
</tbody>
</table>

Rates based on a minimum number of inches during the agreement period.
National Rate - $25.50/Inch

R.O.P REPEAT DISCOUNT

Ads repeating within six (6) publishing days of the first insertion will receive 25% discount on second insertion, 35% discount on third insertion, 50% discount on fourth insertion.
No changes are permitted for ads to earn repeat discount.

SENTINEL COLOR RATES

Prices are in addition to space rates
Black & One Color ......................................................... $150
Black & Two Colors ....................................................... $200
Black & Three Colors .................................................... $280

County Observer

Distributed as a paid circulation weekly newspaper published on Wednesdays in Mifflin County. The County Observer reaches over 4,800 readers in the area known as “Big Valley” including Belleville and Reedsville. Highlights life in rural Pennsylvania with an emphasis on “Good News” and achievements.

COUNTY OBSERVER SPACE RATES

R.O.P. and Classified Display ads .............................................. $8.95 col. inch

COUNTY OBSERVER COLOR RATES

Black & One Color ................................................................. $70
Black & Two Colors ............................................................. $135
Black & Three Colors ........................................................... $210

County Observer Preprinted Inserts

• All Information is the same as The Sentinel, but With Full Run Minimum Quantity of 1,800 Only.
• No Zoning, $210 minimum inserting charge without contract

COUNTY OBSERVER PREPRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>13-25/yr</th>
<th>26-49/yr</th>
<th>50+/yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Tab Pages or less</td>
<td>$94/m</td>
<td>$78/m</td>
<td>$77/m</td>
<td>$76/m</td>
</tr>
<tr>
<td>12-20 Tab Pages</td>
<td>$96/m</td>
<td>$87/m</td>
<td>$88/m</td>
<td>$83/m</td>
</tr>
<tr>
<td>24-36 Tab Pg.</td>
<td>$100/m</td>
<td>$96/m</td>
<td>$92/m</td>
<td>$89/m</td>
</tr>
</tbody>
</table>

ZONED PREPRINT RATES

4,000 and up Quantity

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>13-25/yr</th>
<th>26-49/yr</th>
<th>50+/yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>$64/m</td>
<td>$56/m</td>
<td>$53/m</td>
<td>$51/m</td>
</tr>
<tr>
<td>2 4 8</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>4 8 16</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>6 12 24</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>8 16 32</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>10 20 40</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>12 24 48</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>14 28 56</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>16 32 48</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>18 36 72</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>20 40 80</td>
<td>$63/m</td>
<td>$61/m</td>
<td>$59/m</td>
<td>$57/m</td>
</tr>
</tbody>
</table>

1. In the absence of a multiple pre-print agreement, the open pre-print rate will be charged.
2. Pre-print lineage does not apply to ROP lineage.

PREPRINTED INSERTS

Sentinel Preprinted Inserts

• Price per thousand based on Sentinel daily print quantity of 7,400 (7,800 for Thursday).
Print quantity for Neighbors TMC is 7,100. Print quantity for Saturday publication is 8,700.
• Material must be received five (5) working days prior to publication.
Delivery address is 352 Sixth Street, Lewistown, PA.
• Inserts must not contain the word “catalog.”
• Inserts must not have a mailing permit indicia.
• Inserts must not contain pre-sold local advertisements.
• 4,000 minimum quantity.
• Special holiday quantity 10,000 on Wednesday before Thanksgiving. No zoning, full run only please!

Preprints available TUESDAY - SATURDAY
No zoning on Saturdays. Full Run Only!

SENTINEL FULL-RUN PREPRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>13-25/yr</th>
<th>26-49/yr</th>
<th>50+/yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>$51/m</td>
<td>$45/m</td>
<td>$43/m</td>
<td>$40/m</td>
</tr>
<tr>
<td>2 4 8</td>
<td>$52/m</td>
<td>$48/m</td>
<td>$46/m</td>
<td>$43/m</td>
</tr>
<tr>
<td>4 8 16</td>
<td>$54/m</td>
<td>$50/m</td>
<td>$48/m</td>
<td>$45/m</td>
</tr>
<tr>
<td>6 12 24</td>
<td>$56/m</td>
<td>$52/m</td>
<td>$50/m</td>
<td>$47/m</td>
</tr>
<tr>
<td>8 16 32</td>
<td>$58/m</td>
<td>$54/m</td>
<td>$52/m</td>
<td>$49/m</td>
</tr>
<tr>
<td>10 20 40</td>
<td>$60/m</td>
<td>$56/m</td>
<td>$54/m</td>
<td>$51/m</td>
</tr>
<tr>
<td>12 24 48</td>
<td>$62/m</td>
<td>$58/m</td>
<td>$56/m</td>
<td>$53/m</td>
</tr>
<tr>
<td>14 28 56</td>
<td>$64/m</td>
<td>$60/m</td>
<td>$58/m</td>
<td>$55/m</td>
</tr>
<tr>
<td>16 32 48</td>
<td>$66/m</td>
<td>$62/m</td>
<td>$60/m</td>
<td>$57/m</td>
</tr>
<tr>
<td>18 36 72</td>
<td>$68/m</td>
<td>$64/m</td>
<td>$62/m</td>
<td>$60/m</td>
</tr>
<tr>
<td>20 40 80</td>
<td>$70/m</td>
<td>$66/m</td>
<td>$64/m</td>
<td>$61/m</td>
</tr>
</tbody>
</table>

COUNTY OBSERVER PREPRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>13-25/yr</th>
<th>26-49/yr</th>
<th>50+/yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Tab Pages or less</td>
<td>$94/m</td>
<td>$78/m</td>
<td>$77/m</td>
<td>$76/m</td>
</tr>
<tr>
<td>12-20 Tab Pages</td>
<td>$96/m</td>
<td>$87/m</td>
<td>$88/m</td>
<td>$83/m</td>
</tr>
<tr>
<td>24-36 Tab Pg.</td>
<td>$100/m</td>
<td>$96/m</td>
<td>$92/m</td>
<td>$89/m</td>
</tr>
</tbody>
</table>

1. In the absence of a multiple pre-print agreement, the open pre-print rate will be charged.
2. Pre-print lineage does not apply to ROP lineage.
CARD AD FREQUENCY PACKAGE
Monthly ad package includes daily or every-other-day publication in The Sentinel and weekly publication in TV Week, Neighbors and the County Observer. One copy change per month. $20 composing fee with each additional copy change. Three month minimum signed contract required.

Every Other Day - 25 Ads
2 col. inches ............................................. $220.00/mo.
3 col. inches ............................................. $330.00/mo.
4 col. inches ............................................. $440.00/mo.

Other sizes available at $4.40 per column inch per day. Ask for quote on a daily package. Minimum size: 2 col. inches.

Lucky 7 Package — Seven 2 col.x3" Ads - $294
(to be used within 3 weeks)
**NEIGHBORS SPACE RATES**

Additional coverage provided every Saturday to more than $7,000 non-subscribing households in Mifflin County. By using The Sentinel and Neighbors your message will reach over 48,000 readers for optimum impact.

R.O.P. Display ads ................................................................. $3.45 col. inch
Class. Display ads ............................................................. $2.30 col. inch
Class. Liners ................................................................. 58¢ per line

**NEIGHBORS COLOR RATES**

Black & One Color ................................................................. $50
Black & Two Colors .............................................................. $65
Black & Three Colors ......................................................... $85

**NEIGHBORS Total Market Coverage Preprinted Inserts**

- All Information is the same as The Sentinel, but With Full Run Minimum Quantity of 7,100 Only.
- No Zoning

**NEIGHBORS PREPRINT RATES**

<table>
<thead>
<tr>
<th>BS TAB QTR</th>
<th>Open</th>
<th>13-25/yr</th>
<th>26-49/yr</th>
<th>50+yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>$70/m</td>
<td>$66/m</td>
<td>$64/m</td>
<td>$62/m</td>
</tr>
<tr>
<td>2 4 8  84/m</td>
<td>$81/m</td>
<td>$79/m</td>
<td>$77/m</td>
<td></td>
</tr>
<tr>
<td>4 8 16 89/m</td>
<td>$86/m</td>
<td>$84/m</td>
<td>$82/m</td>
<td></td>
</tr>
<tr>
<td>6 12 24 91/r</td>
<td>$89/m</td>
<td>$86/m</td>
<td>$84/m</td>
<td></td>
</tr>
<tr>
<td>8 16 32 93/r</td>
<td>$91/m</td>
<td>$89/m</td>
<td>$86/m</td>
<td></td>
</tr>
<tr>
<td>10 20 40 96/r</td>
<td>$93/m</td>
<td>$91/m</td>
<td>$89/m</td>
<td></td>
</tr>
<tr>
<td>12 24 48 98/r</td>
<td>$96/m</td>
<td>$93/m</td>
<td>$91/m</td>
<td></td>
</tr>
<tr>
<td>14 28 56 100/r</td>
<td>$98/m</td>
<td>$96/m</td>
<td>$93/m</td>
<td></td>
</tr>
<tr>
<td>16 32 64 102/m</td>
<td>$100/m</td>
<td>$98/m</td>
<td>$96/m</td>
<td></td>
</tr>
<tr>
<td>18 36 72 104/m</td>
<td>$103/m</td>
<td>$100/m</td>
<td>$98/m</td>
<td></td>
</tr>
<tr>
<td>20 40 60 107/m</td>
<td>$105/m</td>
<td>$103/m</td>
<td>$100/m</td>
<td></td>
</tr>
<tr>
<td>22 44 66 109/m</td>
<td>$107/m</td>
<td>$105/m</td>
<td>$103/m</td>
<td></td>
</tr>
<tr>
<td>24 48 96 111/m</td>
<td>$110/m</td>
<td>$107/m</td>
<td>$105/m</td>
<td></td>
</tr>
</tbody>
</table>

**JOB PRINTING**

The Sentinel’s 13-unit Goss Community offset press with quarter-fold can be used to print various sections for advertisers, groups and other publications. Ask your advertising consultant to find out more, or call (717) 248-6741.

**SELECT TV MAGAZINE**

Published each Thursday in The Sentinel, this tabloid contains comprehensive weekly television listings. Minimum size: 2 col. inches.
- 7 Day Shelf Life
- High Readership
- Packages as Low as $15/wk
- Ask you rep for rates

**LEGAL ADVERTISING — $2.42 line / $16.67 inch**

**AUCTION ADVERTISING — $1.61 line**

- Add your logo, a border or shaded background to emphasize your ad for an additional fee.
- Mandatory $3.00 Internet fee added to each order to post online.
- Proof of publication notarized copies are $5.00 each.
- All employment line ads include $25 online fee for Sentinel job website.
- All ads placed after deadline subject to additional $25 charge.

**CLASSIFIED DISPLAY COPY DEADLINES**

Same as Display Copy Deadlines

**CLASSIFIED LINE AD COPY DEADLINES**

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday ..........</td>
<td>2 p.m. Friday</td>
</tr>
<tr>
<td>Tuesday ..........</td>
<td>2 p.m. Monday</td>
</tr>
<tr>
<td>Wednesday ........</td>
<td>2 p.m. Tuesday</td>
</tr>
<tr>
<td>Thursday ..........</td>
<td>2 p.m. Wednesday</td>
</tr>
</tbody>
</table>

Advance above deadlines by 24 hours with Holiday intervening.
MECHANICAL REQUIREMENTS

- Offset printing. Thirteen-unit Goss Community press.
- Halftone Screen: 100 lines
- Web width: 22"
- Press folder cutoff
- Column depth: 21 1/2 inches broadsheet, 10 inches tabloid.
- Column width: 6 broadsheet (9 classified), 5 tabloid.

CLASSIFIED MECHANICAL REQUIREMENTS

Columns per page: 8

1 column ........................................ 1.163 inches wide
2 columns .................................. 2.426 inches wide
3 columns .................................. 3.689 inches wide
4 columns .................................. 4.952 inches wide
5 columns .................................. 6.215 inches wide
6 columns .................................. 7.478 inches wide
7 columns .................................. 8.741 inches wide
8 columns ..................................10 inches wide

ROP COLUMN WIDTHS

1 column ........................................ 1.5 inches wide
2 columns .................................. 3.25 inches wide
3 columns .................................. 4.875 inches wide
4 columns .................................. 6.625 inches wide
5 columns .................................. 8.25 inches wide
6 columns ..................................10 inches wide

• Broadsheet Double Truck:

<table>
<thead>
<tr>
<th>Cols</th>
<th>In. Wide</th>
<th>Min. Depth</th>
<th>Max. Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>13.75&quot;</td>
<td>15</td>
<td>21 1/2</td>
</tr>
<tr>
<td>11</td>
<td>17&quot;</td>
<td>15</td>
<td>21 1/2</td>
</tr>
<tr>
<td>13</td>
<td>20.5&quot;</td>
<td>11</td>
<td>21 1/2</td>
</tr>
</tbody>
</table>

• Tabloid Double Truck:

<table>
<thead>
<tr>
<th>Cols</th>
<th>In. Wide</th>
<th>Min. Depth</th>
<th>Max. Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>20.5&quot;</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

Note: In a double truck the gutter is billed as a full column.

CIRCULATION

- The Sentinel daily paid circulation is audited by the AAM every two years.
- Neighbors weekly distribution is reported by USPS and notarized reports.

SPECIAL SERVICES

- A proof is provided upon request.
- A tearsheet or e-tearsheet is provided free of charge when requested in advance for paid display advertising.
- Proof of publication notarized copies are $5 each.

ROP REGULATIONS

- Ads more than 19 inches in depth will be charged for full depth, 21 1/2 inches, for each column occupied.
- Minimum ad size is 1 column x 2 inches.

ROP DISPLAY ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>11:00 a.m. Thursday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>11:00 a.m. Friday</td>
</tr>
<tr>
<td>Wednesday</td>
<td>11:00 a.m. Monday</td>
</tr>
<tr>
<td>Thursday</td>
<td>11:00 a.m. Tuesday</td>
</tr>
<tr>
<td>Friday</td>
<td>11:00 a.m. Wednesday</td>
</tr>
<tr>
<td>Saturday</td>
<td>11:00 a.m. Thursday</td>
</tr>
<tr>
<td>TV Week</td>
<td>11:00 a.m. Monday</td>
</tr>
<tr>
<td>Neighbors</td>
<td>11:00 a.m. Wednesday</td>
</tr>
</tbody>
</table>

Advance above deadlines by 24 hours with Holiday intervening.

CREATING & SENDING ADS ELECTRONICALLY

The Sentinel encourages internet delivery and distribution of digital print and online advertisements. There are, however, certain guidelines that must be followed in order to produce the results that you desire. This section seeks to provide a summary of those guidelines. Specific technical questions may be addressed to Sue Kline at The Sentinel (717-248-6741; toll-free in Pennsylvania 800-827-6397; e-mail skline@lewistownsentinel.com).

PDF - Portable Document Format

We strongly recommend the use of PDF files, but caution that they must be made correctly. Problems often arise when fonts are not properly embedded in the PDF file. To ensure that all fonts are embedded, the appropriate Job Options file in Distiller must be set to embed all font sets. Documentation included with Adobe Acrobat includes detailed instructions on setting up job options for a variety of situations. In addition, a number of other graphics applications allow for the direct production of PDF files.

File Preparation

Some guidelines for producing files that will be print-ready, regardless of whether they are converted to PDF files or not:

- Save all art as tiff or EPS, 170 resolution
- All color art must be CMYK (NOT RGB)
- Halftones should be screened at 85 lines unless otherwise notified
- Small type should be done in black to avoid printing issues.
- Black should be saved as 100% black, not registration black

When PDF isn’t an option

Ads sent in Word, Publisher or PowerPoint cannot be used “as-is” and may need to be re-set by our ad services department.

The Sentinel maintains graphics software to handle a wide variety of situations. Applications we work in include QuarkExpress V4.1 and 6.5, Adobe Photoshop V5.5, 6.0 and CS, Adobe Pagemaker V6.0 and 6.5, Adobe Illustrator V6.0, Macromedia Freehand 9.0 and MultiAd Creator 3.7 and Creator Pro. Fonts should be Postscript format.

Rather than sending the ad in its native application, it is often better to export it as an EPS file. Even though fonts can be embedded in an EPS, it is still necessary to have those fonts resident in the computer receiving and printing the file.

SENDING YOUR AD

Preferred Method: File Transfer Protocol (FTP)

FTP SETTINGS

The (Lewistown) Sentinel

Host: ftp.oweb.net   User ID: Lewistown-guest
Password: ads   Email: ads@lewistownsentinel.com
(717) 248-6741 ext. 130 • Fax: (717) 248-3481
All ads sent electronically must be scheduled with a rep by phone or fax.
Brand Builder Package

Our Brand Builder packages are designed to help small to medium-sized businesses build their name recognition. Although primarily designed for professionals and service businesses, this package can be used by virtually any type of business that values their name brand. And what business wouldn’t like more business? Since, 86% of people surveyed said they would be likely to very likely to shop at a business that came to their mind first, your business is sure to grow if you build your brand!

Don’t wait! Build your brand affordably and where it will do the most good for your business ....... The Sentinel.

• Affordable • Flexible • Effective

OVER 86%

of people say they are likely or very likely to shop at the businesses that come to their minds first.

Shouldn’t your Business be First in People’s minds?

Get Over 4,800,000 Impressions with a Brand Builder Package!

(Based on an annual package running three times per week)

<table>
<thead>
<tr>
<th>2 col. x 2”</th>
<th>Per Month*</th>
<th>2 col. x 3”</th>
<th>Per Month*</th>
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<tbody>
<tr>
<td>1 col. x 4”</td>
<td></td>
<td>1 col. x 6”</td>
<td></td>
</tr>
<tr>
<td>3 per week</td>
<td>$258.80</td>
<td>3 per week</td>
<td>$341.60</td>
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<td>4 per week</td>
<td>$306.00</td>
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<td>5 per week</td>
<td>$363.80</td>
<td>5 per week</td>
<td>$520.20</td>
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</table>

Color: $7 per ad for 2x2; $10 per ad for 2x3

• Larger sizes are available. Contact your advertising representative for details.

* Total price includes online Brand Builder spot (can link to your site).

SAVE AT LEAST 78% OVER OUR OPEN RATES!
ONLINE • MOBILE

- [www.lewistownsentinel.com](http://www.lewistownsentinel.com) is the highest trafficked local website in Mifflin County.
- Over 55,000 unique visitors per month.
- Over 810,000 screenviews per month.
- 40% of Online Newspaper Users have incomes higher than $75,000.
- 56% of Online users visit newspaper sites monthly.
- Reach 18-34 demographic through our mobile ad option.
- Drive traffic to your site by linking to your site from ours.

2019 Ad Rates - Google Analytic Reports provided at no charge to track clicks
Costs, unless noted, are in CPM

<table>
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<tr>
<th>TYPE</th>
<th>PIXELS</th>
<th>OPEN impressions p/month</th>
<th>GOLD impressions p/month</th>
<th>SILVER impressions p/month</th>
<th>BRONZE impressions p/month</th>
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</thead>
<tbody>
<tr>
<td>Top leaderboard</td>
<td>728x90</td>
<td>$16</td>
<td>9</td>
<td>8</td>
<td>7</td>
</tr>
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<td>Right Rectangle</td>
<td>300x250</td>
<td>$15</td>
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<td>6</td>
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<td>Right Half Page</td>
<td>300x600</td>
<td>$16</td>
<td>10</td>
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<td>8</td>
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<tr>
<td>Left Skyscraper</td>
<td>160x600</td>
<td>$16</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

OTHER DIGITAL OPTIONS:
TAKEOVER AD PENCIL EXPANDING BILLBOARD - 960x250 & 960x30 pixels $125 per day
Display at top of home page ALL DAY
MOBILE APP ADS (Android or iPhone): $12/m; 300x250 px., only ad on page
Ad files should be jpg or gifs. Deadline for ads to display is 2 days from when creative is approved.

Target your digital ads by day, time, geography and page type!
Just ask us how!

— SPECIAL EVENTS —
Be a vendor, promote/sample products, interact with big crowds!

APRIL 5-6, 2019
Youth Park Bldg.
Reedsville, PA

NOVEMBER 9, 2019
Harrisburg, PA

Email marketing@lewistownsentinel.com for details.
SPECIAL SECTIONS CALENDAR 2019

JAN. & JUNE: BRIDAL GUIDE
Don’t miss our summer glossy magazine in June!

JAN., APR., JULY, OCT.: GOLDEN YEARS
Quarterly that highlights stories that are important to persons over age 55 and their families. This supplement includes articles about fitness, lifestyles, medicine, housing and more.

FEBRUARY: JUNIATA VALLEY MAGAZINE
Our award winning annual look at Mifflin and Juniata counties. Each year we select a new theme to highlight our area. Includes high gloss covers. Distributed to all Sentinel readers, local tourism hubs, Centre County Visitor's Center and real estate offices. Our largest special section of the year.

FEB., MAY, AUG. NOV.: CHURCH NOTES
Our special quarterly publication tastefully featuring religion and churches in Central Pennsylvania.

FEB/SEPT: WORD SEARCH
Have your ad opposite a customized puzzle with words related to your business!

MARCH, JUNE: HELPFUL HINTS HOW TO EDITION
Each left-hand page will contain an article answering a question such as “How to Choose the Right Mattress.” We can provide this information or you may write an article and send it to us. The right-hand page will be your full-page ad as the professional sponsor of that category. This section helps our readers to make a buying decision. All topics will be on an exclusive first-come, first-serve basis.

MARCH: AGRICULTURE
The Sentinel’s annual in-depth look at our vibrant agricultural community. Full of farming information and features, this special section targets rural Central Pennsylvania.

APRIL: SPRING HUNTING/FISHING SEPTEMBER: HUNTING
DECEMBER: BIG BUCK
Deer hunting is a way of life to thousands in Central PA. With lots of expendable money, these loyal sportsmen are a great target demographic for your message.

APRIL & SEPTEMBER: HOME & GARDEN
Just as the name implies; reaches readers interested in home and outdoor improvements. This niche demographic is the largest growing spending block in today’s economy. Alert them to your products and services and cash in on the home improvement bonanza.

MAY/SEPTEMBER: EVENTS PLANNER
In addition to a full run distribution in The Sentinel, this section is posted online and distributed to a variety of high traffic locations & tourism bureaus.

MAY: GRADUATION
High School graduations are covered in-depth. Includes photos of graduating seniors and class information for the many high schools throughout our area. A great way to reach parents, grandparents, friends and family members of the graduates. A real keepsake!!

MAY: MOTHER’S DAY GIFT GUIDE
JUNE: FATHER’S DAY EDITION
Highlight your gift items for our readers. The average person spends $138 on Mother’s Day. Will it be with your business?

MAY: MOTHER’S DAY GIFT GUIDE
JUNE: FATHER’S DAY EDITION
Highlight your gift items for our readers. The average person spends $138 on Mother’s Day. Will it be with your business?

HIGH SCHOOL PREVIEW EDITIONS
March: Spring Sports
August: Fall Sports
December: Winter Sports
A detailed look at scholastic sports in our local high schools.

BUSINESS CARD DIRECTORY
Glossy 4x11” booklet featuring business cards, with full distribution in The Sentinel, each February & July.
SPECIAL SECTIONS CALENDAR 2019

MAY: CENTRAL PA DRINK
A round-up of local craft beer, wine, spirits & coffee purveyors.

SPRING COOKBOOK
Very popular with our readers, this section features local recipes submitted by local residents. We also have a Holiday version published in November.

JUNE: I REMEMBER WHEN
A nostalgic look at events our readers remember fondly.

JULY: GET TO KNOW US
Our annual feature publication promoting local business with editorial stories, photos and ad information for each participating advertiser. Advertisers also have an opportunity to win a photo on the front cover!! Tell others what is great about your business, in your own words!!!

JULY, OCT.: COMPLETE HOME
Our annual look at local living, Includes stories about decorating, remodeling and more.

NOV.: HOME FOR THE HOLIDAYS
Decor & party tips

AUGUST: YOUTH FAIR & JUNIATA COUNTY FAIR
A great opportunity to reach our rural readers. A central Pennsylvania tradition!

PSU FOOTBALL: GAMEDAY
Penn State Gameday sets the scene for all Nittany Lion games, home and away. It includes features, commentary from Neil Rudel, rosters and statistics. Gameday appears in each Friday’s Sentinel during football season. The advertising is sold for the entire 12 game & bowl season in advance.

OCTOBER: PROGRESS
A four-day series that focuses on the unique communities in our region.

OCTOBER: HARVESTFEST
Published in both The Sentinel and County Observer, this tab highlights the annual “Harvest Fest” event in Reedsville. We also have a Festival of Ice preview edition in November.

DECEMBER: GLOSSY WALL CALENDAR
Be seen 365 days a year in this beautiful calendar featuring local events and photos.

NOVEMBER: EARLY GIFT GUIDE
DECEMBER: LAST MINUTE GIFT GUIDE
Reach readers with your special deals and products for their gift giving needs.

DECEMBER: LETTERS TO SANTA
Children’s letters to Santa along with holiday greetings published on Christmas Eve. It’s like sending a Holiday Greeting Card to 20,000 of your closest friends!

DECEMBER: COMMUNITY GUIDE
A detailed examination of all you need to know about living and working in Central Pennsylvania. Extra distribution at visitors and tourism centers.

MONTHLY PRODUCTS

GALLERY OF REAL ESTATE GLOSSY
This monthly real estate magazine includes property listings in Mifflin and Juniata Counties. It is inserted into the Sentinel on the third Thursday of each month and is also distributed through local real estate offices.