

# *From Town To Country*

• 2016 Advertising Rates •  
Effective January 1, 2016



*Proudly Serving ALL Of Sierra County*

# We have options for every budget

The *Sierra County Sentinel* is an award-winning weekly paper published every Friday morning, proudly covering the communities that make up Sierra County, New Mexico.

In March 2014, we began publishing the *Hatch Valley Sentinel*.

The two editions are packaged together for subscribers and available for purchase at news stands and online.

## Display Advertising Rates

	1x	4x	13x	26x	52x
Full pg.	\$687	\$504	\$460	\$410	\$325
1/2 pg.	\$362	\$302	\$252	\$190	\$163
1/4 pg.	\$181	\$172	\$146	\$126	\$94.5
1/8 pg.	\$86	\$82	\$71	\$63	\$56
Skyscraper	\$121	\$114	\$95	\$84	\$57
Banner (6x2)	\$69	\$66	\$58	\$56	\$48
2x5	\$58	\$54	\$48	\$46	\$40
Bus. Card	\$23	\$22	\$19	\$18	\$15

Prices do not include tax. Tax Rate 8.5%

Other sizes available, ask for pricing • Contract Rates Available

**Graphics, logos, photos & ad design are free of charge.**

**Front Page Banner** - \$225 • 6 columns x 2 inches

**Inserts** Distribute YOUR advertisement product in both Sentinels.

	1x	4x	26x	50x/year
Single Sheet	\$235	\$220	\$205	\$175
4-8 page tab	\$260	\$235	\$210	\$195
10-14 pg. tab	\$285	\$250	\$215	\$210

Books/Magazines .....available upon request.....

*Above prices include distribution in ALL papers circulated.*

Preprints needed 7 days prior to insertion • Above rates non-commissionable

**Hatch Sentinel Only \$75 \$65 \$50 \$40**

**Classified Advertising** • Boxed ads charged at display ad rate.

\$10 for first week, up to 40 words, includes picture (same price w/out pic.)

\$5/each week thereafter, with no changes.

Each word after 40 at .27¢

**Legal Advertising**

**Non-governmental:**

\$1.00 (per line first run,) .85¢ (per line thereafter)

**Governmental:** (per NM 2005 Revision)

63¢ (per line first run,) 49¢ (per line thereafter)

**Affidavit** (Fee applies to ALL legals)

\$2.50/affidavit

Run your ad in both of our publications the same week and receive the second ad at 1/2 price.

All ad prices include color, & are included in our online publication at no extra cost!

## Column Width

1 = 1.78

2 = 3.72

3 = 5.67

4 = 7.5

5 = 9.55

6 = 11.5

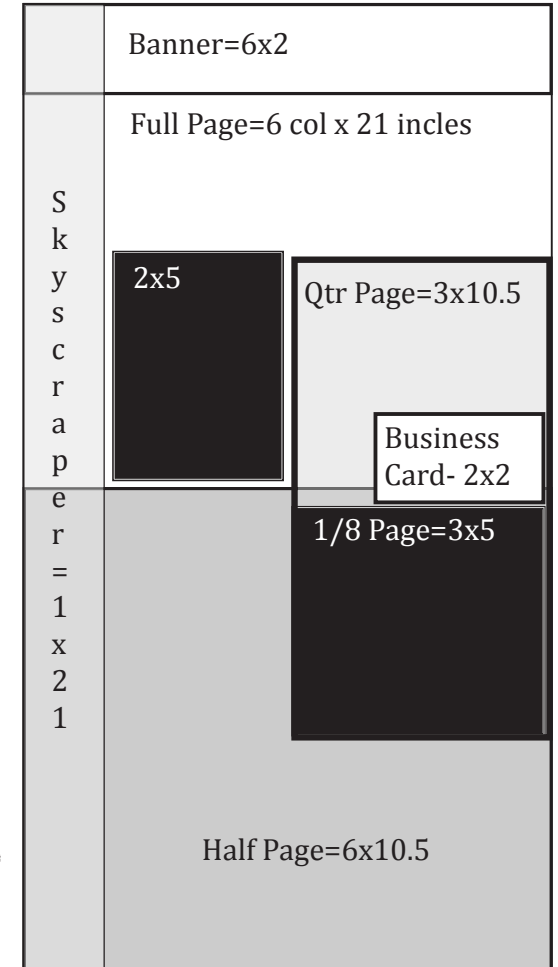
Maximum ad depth is 21"



Per Column Inch Rates - Based on Calendar Month Volume

ALL RATES INCLUDE COLOR

1-74 col. inches	\$4.75
75-200 col. inches	\$4.45
201-349 col. inches	\$4.30
350 - 499 col. inches	\$4.15
500 - 749 col. inches	\$4.00
750 - 999 col. inches	\$3.65
Over 1000 col. inches	\$3.50
Commissionable Rate	\$10.50



Circulation: 4,800 weekly plus e-subscriptions 350+

**Complimentary link on [gpkmedia.com](http://gpkmedia.com)**

**to our contract customers.**

**SIERRA COUNTY**  
**SENTINEL**  
**HATCH VALLEY SENTINEL**



# KCHS AM, FM & On-Line; 1 station, 3 locations, 1 great price.

Area: Covering ALL of Sierra County

Age group: 18-108

- Country format
- Hourly National & Local News
- Weather twice an hour
- Gospel tune each hour
- Gospel music 7-9 pm Sunday - Thursday
- Sunday morning religious programming (7a -12p)

## News Sponsorship

60 sec spots available on any newscast.

First come, first served basis. \$15/newscast.

## Weather Sponsorship

15 to 45 sec plugs on 7 of our day-time weather reports Monday - Sunday. \$15/day.

## Tiger Sports

Seasonal package available to show your support for home and away Tiger Football games.

Pricing options & exposure vary.

## Question of the Day

Daily question allows listeners to call in and give the answer to the question. The correct answer wins the listener a prize of your choice. \$10/day (M-F.)

## Tony & Kris Morning Show

They are real and fun and straight from Nashville to Sierra County. This great morning show is entertaining the county with live interviews from Country Music's latest and greatest as well as call-ins and laughs. 6a-10a M-F. \$25/Day

## Chronicles Of The West

Providing information on the real west that you won't find anywhere else. A daily 2 minute quick-shot \$10/day or the weekly 1 hour show on Sundays for \$15/week

## In Fisherman Radio

Fishing tips & best times to cast your line from the pros, daily 3 minute program. \$10/day.

## Non-Commissionable Rates

5 spot minimum order on ALL SPOTS

### :60sec spot rates

1-150 Spots - \$12/each

151-350 Spots - \$10/each

**Event MENTIONS :10-20 sec**

(between 11-1 3-6 M-F) \$3/each

*Added value for contract customers*

## Commissionable Agency Rates

5 spot minimum order.

	60 min	30 min	15min	1 min	:30sec
BTA (6a-7p)					
Gross:	\$115	\$95	\$75	\$25	\$18.50
Net to Station:	\$97.75	\$80.75	\$63.75	\$21.25	\$15.72

15% commission paid only on accounts paid within 45 days.



**NON-PROFITS -**

**Ask About Our Match!**

Churches, community service & charitable groups.

Ask for rates on 15, 30 & 60 minute programs.

## Local Package Rates

15 spots - \$165 (reg \$180)

30 spots - \$325 (reg \$360)

45 spots - \$480 (reg \$540)

55 spots - \$575 (reg \$660)

## Remotes

\$250 First Hour

\$125/additional hours

*All spots during the remote are yours.*

No additional talent fees.

**Writing & Production of your spot is FREE.**

Prices do not include tax. Tax Rate 8.5%



A subsidiary of GPK Media, LLC

gpkmedia.com

1747 East Third, Truth or Consequences, NM 87901  
(575) 894-2400 FAX (575) 894-3998

## Combine Your Advertising & Save Big

- \$225 – 15 radio spots on KCHS  
15 column inches in the Sentinel
- \$250 - Ad in second publication
  
- \$325 – 20 radio spots on KCHS  
21 column inches in the Sentinel
- \$350 - Ad in second publication
  
- \$440 – 25 radio spots on KCHS  
31.5 column inches in the Sentinel
- \$500 - Ad in second publication
  
- \$600 – 30 radio spots on KCHS  
63 column inches in the Sentinel
- \$700 - Ad in second publication
  
- \$850 – 60 radio spots on KCHS  
63 column inches in the Sentinel
- \$925 - Ad in second publication

## Resolve To A Stress Free Year Of Advertising

*You select the special events you want to advertise for and let  
the Sentinel Team take care of the rest.*

*We will even send you a timely proof if you'd like.*

<u>Holidays</u>	<u>Special Pricing</u>
___ New Years (2017)	\$40 (2x5)
___ St. Patrick's Day*	\$15
___ Easter*	\$15
___ Fiesta Greeting	\$60 (3x5)
___ Mother's Day*	\$15
___ Graduation*	\$15
___ Father's Day*	\$15
___ Fourth of July*	\$15
___ Back To School*	\$15
___ Labor Day*	\$15
___ 9/11 Memorial Section	\$40 (2x5)
___ Elephant Days (Sept.)	\$30 (double bus. card, color)
___ County Fair (Oct.)	\$40 (2x5)
___ Veterans' Tribute Ad	___ \$30 (Double)
(Special Publication)	___ \$75 (Banner) Larger Available
___ Thanksgiving	\$60 (3x5)
___ Christmas	\$60 (3x5)

**\_\_\_ Entire Package for 2016 ~ \$480  
(includes Veterans double)**

*Billable in monthly when ads run  
or 1 payment & we pay the tax*

*\*Business card sized ad in color on shared page  
Larger ads available on select dates, just pay the difference.*

## The Fine Print...

### GPK Media Policies

**Political Advertising:** All political advertising must be prepaid and must list the name of the individual paying for the ad.

**Amusement, Bars/Night Clubs:** Cash with order.

**Out of town businesses:**

First insertion Cash with Order.

**Agency Commissions:** An agency commission of 15% will be allowed on the National rate for the Sierra County Sentinel. Agency commissions are not earned on special sections or preprints. Ads must be 100% camera ready. The advertiser AND the agency shall be jointly and severally liable for payment. Billing will be made only through the agency.

**Payment:** Advertiser agrees to pay charges in full prior to the next billing. Payments are due before the last Friday of the month. Payments received after the last Friday, are subject to a 1.5% service charge. Advertiser agrees to pay all advertising placed by the advertiser, through an advertising agency or by any other entity on the advertiser's behalf. The advertiser and the agency shall be jointly and severally liable for payment.

**Taxes:** Any federal, state or local taxes imposed on the printing and/or publishing of advertising or on the sale of advertising space in this newspaper shall be assumed and paid by the advertiser.

**Right of Refusal:** GPK Media reserves the right to censor, reject, alter or refuse all advertisements or the subject matter, form, size, wording, length, illustration and typography of any advertisement (radio or newspaper), prior to its publication or airing at any time and to place or add "paid advertisement" in any ad.

### SENTINEL POLICIES

**Classified Ads & Legal Notices:** There is a \$2 billing charge for classifieds. We reserve the right to edit, refuse, reject or cancel any ad at any time. Please advise of errors in classified liner ads & legal notices immediately upon publication so corrections can be made. Publisher is not responsible for errors after first publication of ad.

**Cancellations:** Any advertising space cancelled after deadline will be billed at 50% of rate.

**Preferred Position:** We will make every attempt to grant the advertiser position requests, however, guaranteed position placement is \$20 extra per ad. If two requests for the same page are received for any edition, the larger ad will receive priority.

The Sierra County & Hatch Valley Sentinels will not be responsible for copy omissions, typographical errors or any other mistakes that may occur in the advertisements other than to make a correction. In any event, The Sentinel's liability shall be limited only to the amount of space occupied by the error. Notification of any error must be reported to the Sentinel within 24 hours of publication.

### KCHS POLICIES

There is no added cost for our staff to write your script or record your spot.

We encourage our customers to come in and record their voice on their advertisements, this is all done at no charge. Scripts will be provided for approval at the customer's request.

There is no discount for providing pre-recorded spots, please send them as MP3's or wav files to [KCHS@gpkmedia.com](mailto:KCHS@gpkmedia.com).

## Notes & Questions