



Company Profile

The Sentinel Newspapers have been committed to serving the community with news and information that enriches, enlightens, and entertains.

Our weekly publications focus on issues concerning families, education, business, and culture in and around Maryland. The Montgomery County Sentinel is a newspaper of record with over 156 years of in-depth reporting. The Prince George's Sentinel has been in existence for the past 78 years.

Through our nationally recognized Newspaper in Education program, we distribute the Sentinel to area schools free of charge, for educators to use as a teaching tool in the classroom.

The Sentinel also offers award-winning advertising design and editorial, as well as columns, written by experts in their professions, on issues ranging from commuter interests to legal matters.

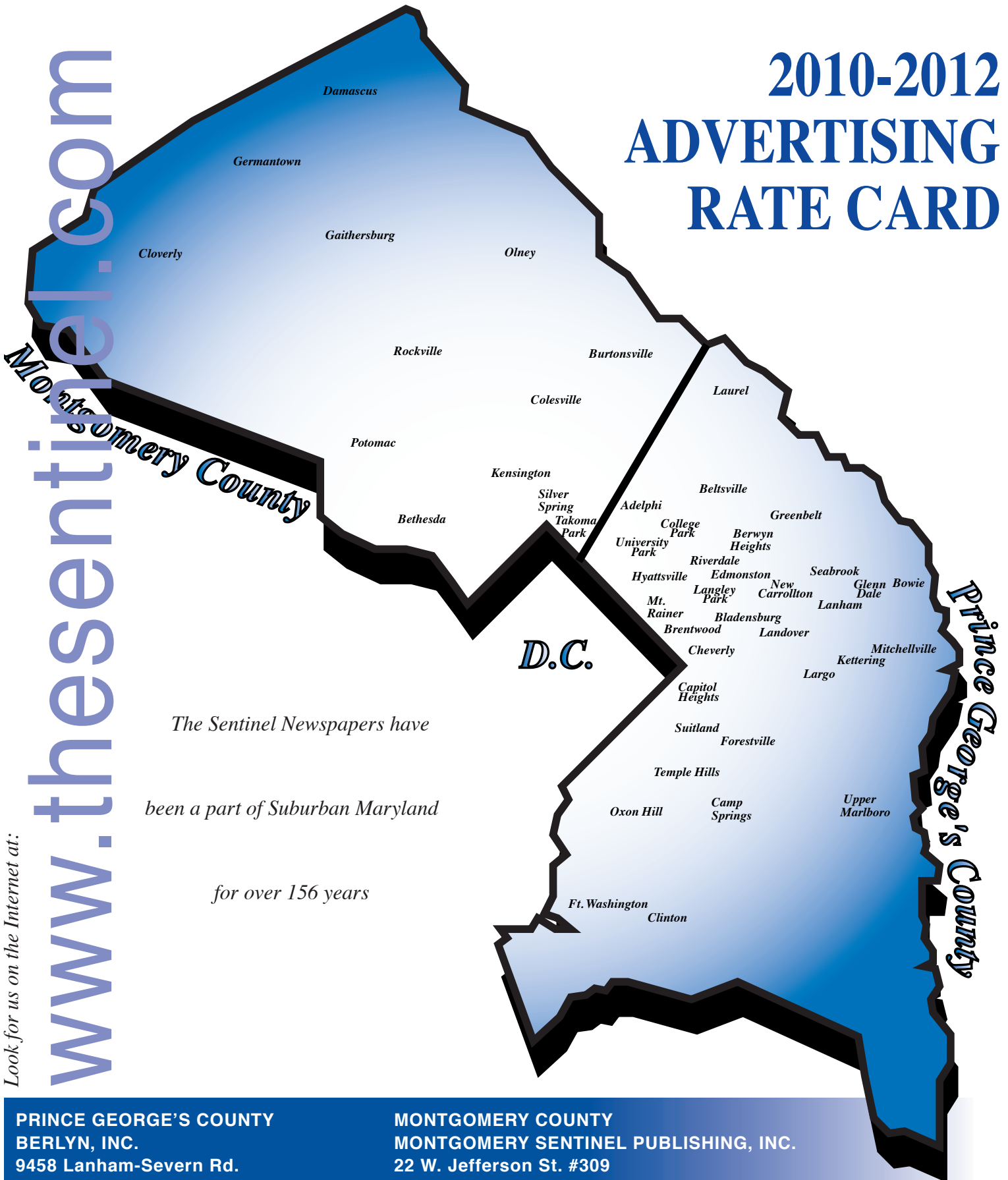
Whether we are uncovering important information that helps you with your daily life, or providing a cultural outlet, we pride ourselves in upholding standards in journalism and publishing quality information for our readers.

THE
Sentinel
NEWSPAPERS

THE SENTINEL NEWSPAPERS

THE PRINCE GEORGE'S SENTINEL EXTRA • THE PRINCE GEORGE'S SENTINEL SUBSCRIBER • THE MONTGOMERY COUNTY SENTINEL

2010-2012 ADVERTISING RATE CARD



Look for us on the Internet at:

www.thesentinel.com

*The Sentinel Newspapers have
been a part of Suburban Maryland
for over 156 years*

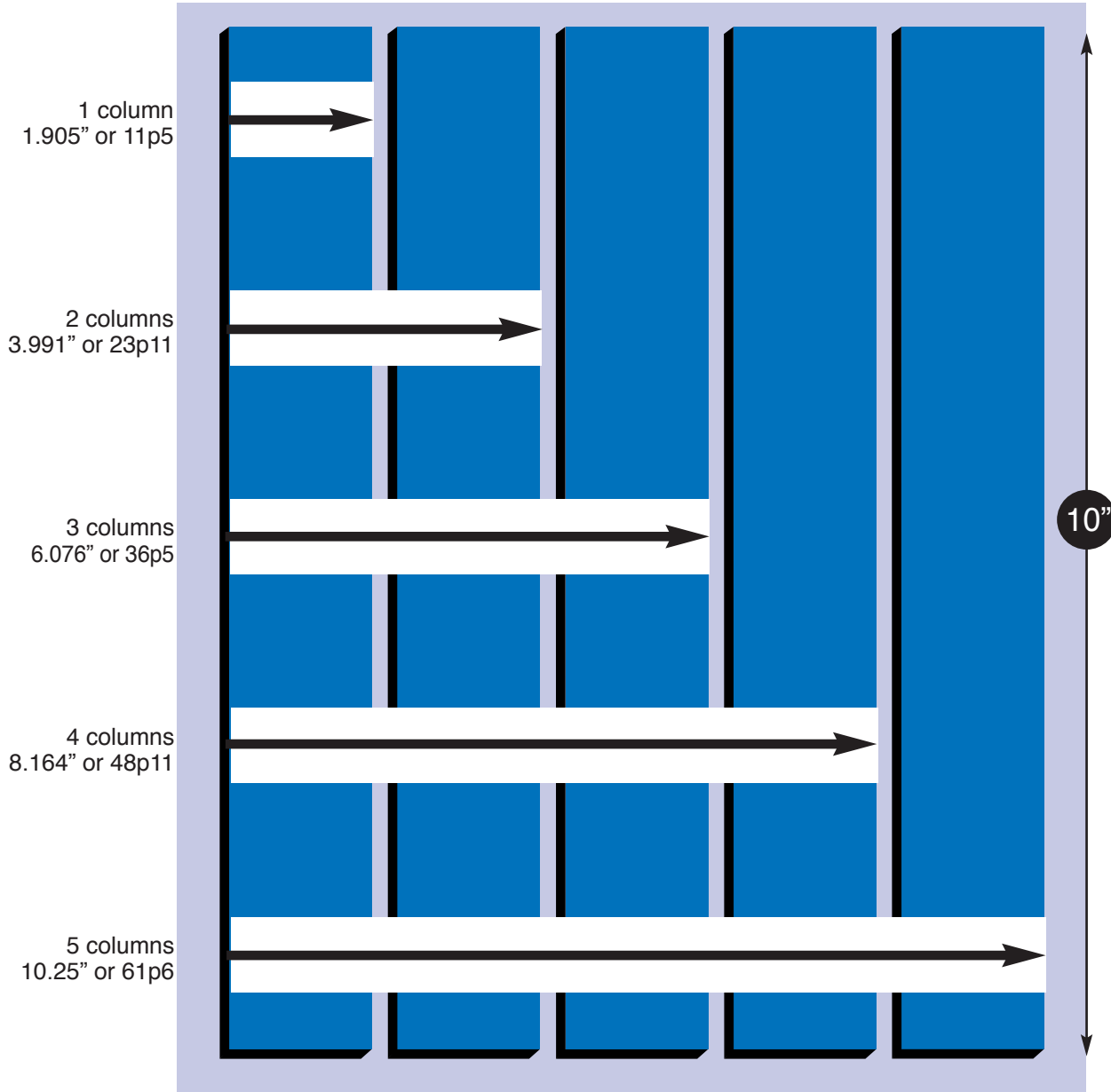
**PRINCE GEORGE'S COUNTY
BERLYN, INC.**
9458 Lanham-Severn Rd.
Seabrook, MD 20706
(301) 306-9500 u Fax: (301) 306-0134

**MONTGOMERY COUNTY
MONTGOMERY SENTINEL PUBLISHING, INC.**
22 W. Jefferson St. #309
Rockville, MD 20850
(301) 838-0788 u Fax: (301) 838-3458

DISPLAY ADVERTISING

(301) 306-9500 • FAX (301) 306-0134

PRINCE GEORGE'S DISPLAY AD COLUMN WIDTHS



RATES (per column inch)

	NET OPEN
Prince George's Sentinel	\$34.92*
Montgomery County Sentinel	\$14.52
**Both Counties	\$39.55
Prince George's Sentinel Subscriber Edition	\$11.63

**P.G. full circulation equals free Extra edition plus Subscriber edition.*

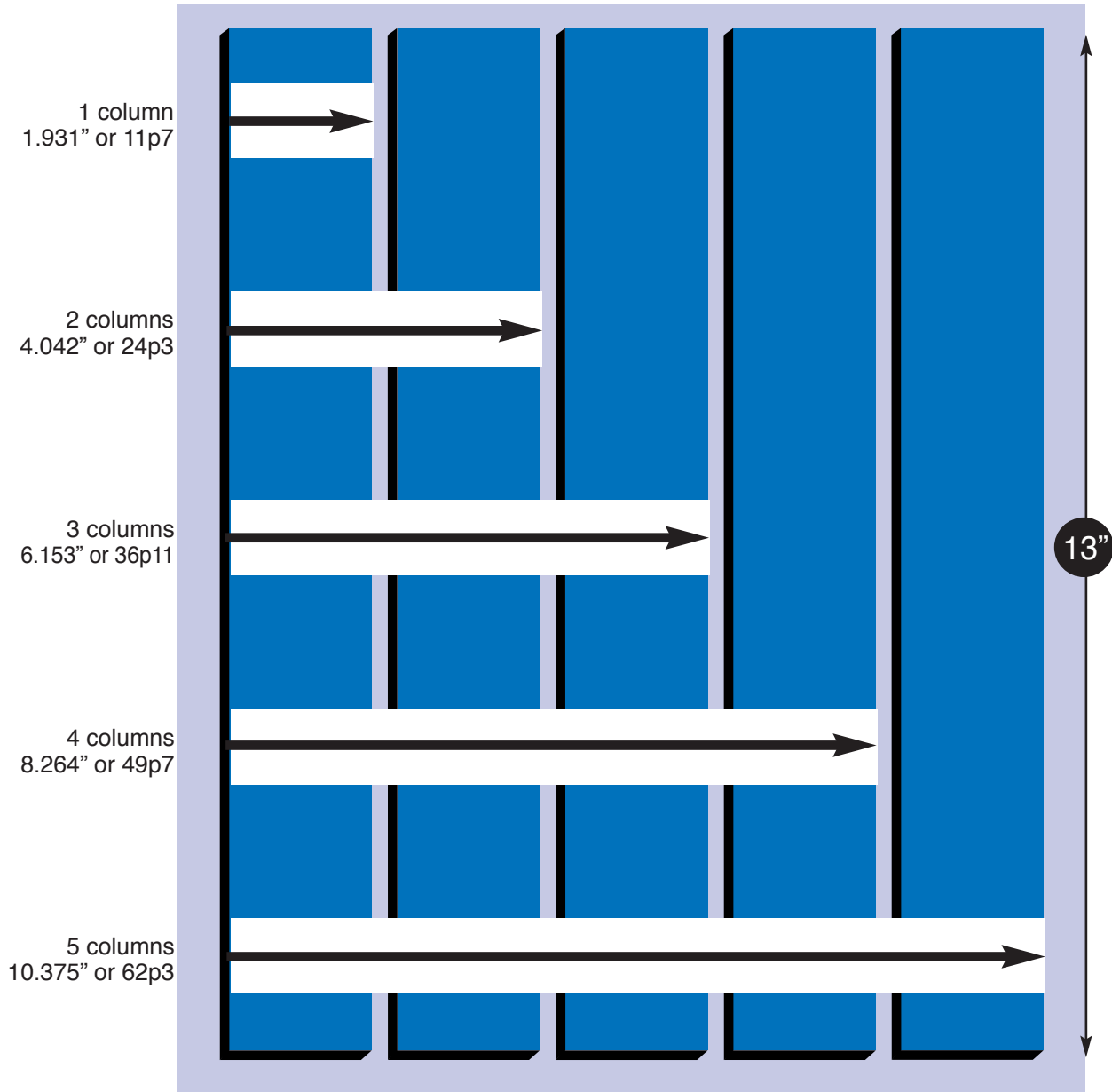
***Rates reflect the appropriate multiple zone discounts as noted below:*

Advertisements in Both Counties: 20% discount

DISPLAY ADVERTISING

(301) 306-9500 • FAX (301) 306-0134

MONTGOMERY DISPLAY AD COLUMN WIDTHS



CONTRACT RATES

INCH VOLUME DISCOUNT		FREQUENCY DISCOUNT	
		(RUNS PER CONTRACT)	
300 - 649	15%	3 - 4	5%
650 - 1,499	20%	5 - 8	10%
1,500 - 3,999	25%	9 - 13	15%
4,000 - 9,999	35%	14 - 27	20%
10,000 +	40%	28 - 52	25%

DISTRIBUTION DATE(S)

PRINCE GEORGE'S COUNTY

ExtraWednesday
SubscriberThursday

MONTGOMERY COUNTYThursday

DISPLAY DEADLINES

PRINCE GEORGE'S SENTINEL

Space Reservation & Copy Friday, 3:00 p.m.
..... Prior to Publication
Camera Ready Copy . . . Monday, close of business
Special Sections Wed. Prior to Publication

MONTGOMERY COUNTY SENTINEL

Space Reservation & Copy Friday, 3:00 p.m.
..... Prior to Publication
Camera Ready Copy . . . Tuesday, close of business
Special Sections Wed. Prior to Publication

COLOR

Black plus one color. \$175
Black plus two colors. \$350
Four color process \$525

DISPLAY AD DEPTH REQUIREMENTS

- u Advertising measuring over 10 inches deep will run and be charged as 13 inches.
- u Double trucks are 11 columns wide x 13 inches deep.

REMNANT ADS

A 50% discount from the open rate is available to any advertisers who authorizes Berlyn Inc. to run the advertisement at the publishers discretion. The minimum size is 30 column inches.

NOT FOR PROFIT

501-C3 Not for Profit organizations ONLY may receive a 20% discount, but may not combine their discount with any other.

1) CONDITIONS AND TERMS OF PAYMENT

COMMISSIONS. Rates are net to publication, as indicated on the Display Advertising rate chart.

TERMS. All past due accounts (30 days or more) are subject to interest charges of 1 1/2% per month. Advance payment and a completed credit application or prior approved credit must accompany all new accounts.

2) ADVERTISING TERMS & CONDITIONS

- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. reserve the right to refuse insertion to an advertiser with a balance due of more than 60 days, or a history thereof.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. reserve the right to revise, reject or edit any advertisement or to label "advertisement" any ad that may be construed otherwise.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not financially responsible for typographical errors beyond the obligation to reprint the corrected error or give credit for that portion of the advertisement only. No adjustment will be given unless, in the sole opinion of the publisher, the error materially affects the value of the advertisement.
- The forwarding of an insertion order is construed as an acceptance of all the rates and conditions under which advertising space is sold at the time the order is placed. Failure to make an order correspond in price or otherwise with the effective rate card or contract is regarded as a clerical error on the part of the advertiser. Publication will be made and charged for under the rates and terms of the effective rate card without further notification unless the advertiser has a signed contract. Under those conditions the advertiser will be charged the contract rate.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. may revise rates with 30 days written notice to active contract holders. Any agreement accepted is subject to this provision.
- Positions are not guaranteed and adjustments, reinsertions or refunds will not be made because of placement of advertising.
- Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not bound by any terms or conditions, printed or otherwise appearing on order blanks, advertising forms or copy instructions when in conflict with the terms or conditions in the publisher's current rate card or the policies of the newspaper.
- When a customer approves a proof or other copy of an advertisement offered prior to publication, Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. are not responsible for errors appearing in the published advertisement.
- Advertising composed and not published in any Berlyn, Inc. and Montgomery Sentinel Publishing, Inc. publication will be billed at \$5.00 per column inch.
- Published rates other than those so noted are not commissionable, except under individual written agreement signed by publisher or CEO.
- Any cancellation, change of size or correction must adhere to published deadlines.
- The publisher does not guarantee any given level of circulation of readership to the advertiser.

AFFILIATIONS

The Sentinel Newspapers are minority-owned and are active members of:

BOWIE CHAMBER OF COMMERCE

MONTGOMERY COUNTY AND
PRINCE GEORGE'S COUNTY

NEWSPAPERS IN EDUCATION

PRINCE GEORGE'S ART COUNCIL

ROCKVILLE CHAMBER OF COMMERCE

ROTARY OF COLLEGE PARK

UNITED WAY

SOUTHERN
PRINCE GEORGE'S COUNTY
BUSINESS & PROFESSIONAL
WOMEN'S ASSOCIATION

THE AD CLUB OF
METROPOLITAN
WASHINGTON

THE AMERICAN
CANCER SOCIETY

THE AMERICAN
LUNG ASSOCIATION

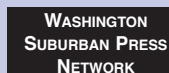
THE LEADERSHIP
DEVELOPMENT FORUM OF
PRINCE GEORGE'S COUNTY

THE MONTGOMERY COUNTY
CHAMBER OF COMMERCE

THE PRINCE GEORGE'S
COUNTY CHAMBER
OF COMMERCE

THE SALVATION ARMY

WOMEN BUSINESS OWNERS OF
MONTGOMERY COUNTY AND
PRINCE GEORGE'S COUNTY



CLASSIFIED ADVERTISING

(301) 306-9500 • FAX (301) 306-0134

CLASSIFIED DEADLINES

PRINCE GEORGE'S SENTINEL

Classified Display.....Fri. 4:00 pm

Cancellations.....Fri. 4:00 pm

MONTGOMERY COUNTY SENTINEL

Classified Display..... Fri. 4:00 pm

Cancellations.....Fri. 4:00 pm

RATES

PRINCE GEORGE'S SENTINEL

\$24.68 per col. inch boxed

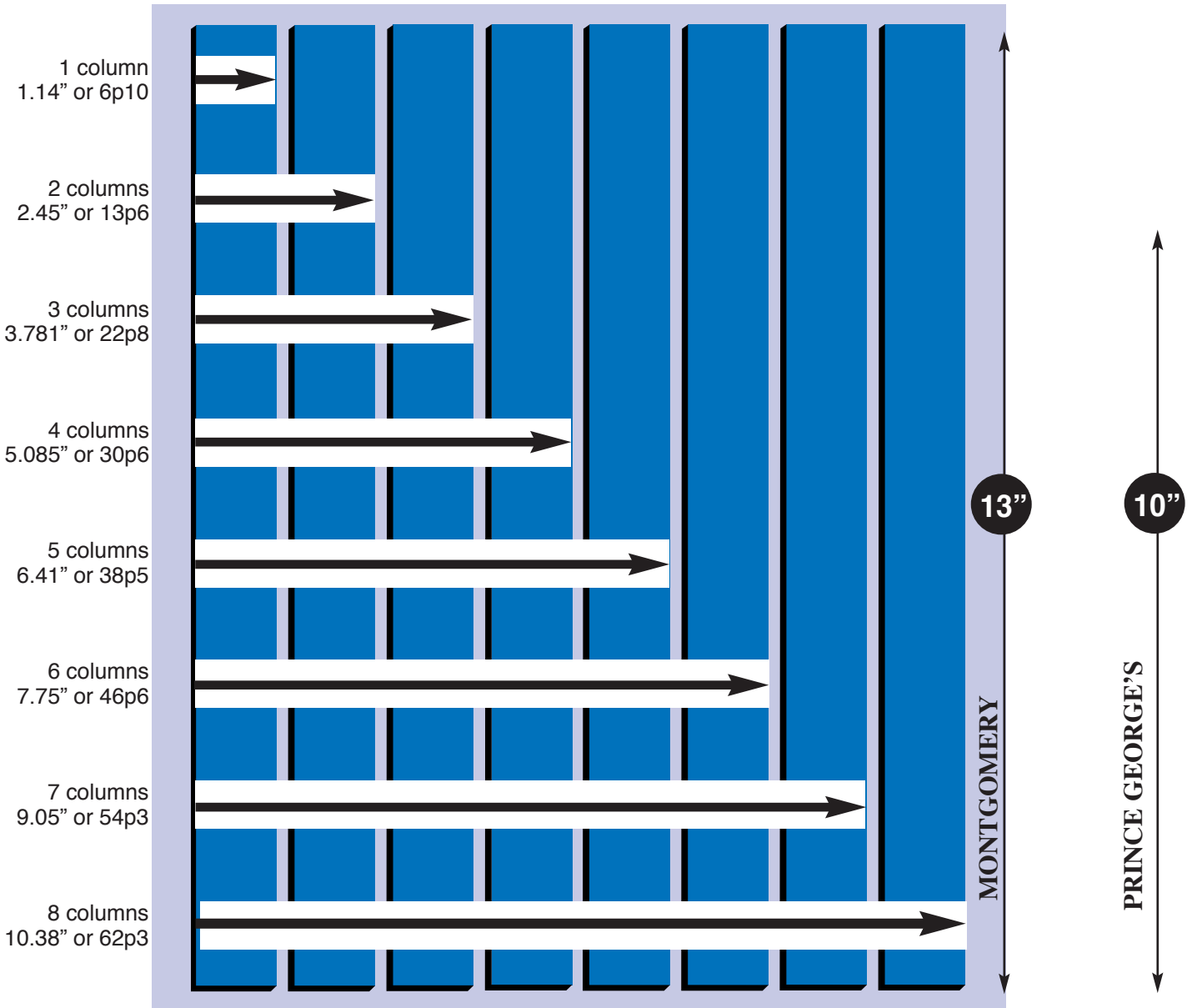
1x1 (approx. 20 words)

MONTGOMERY COUNTY SENTINEL

\$8.24 per col. inch boxed

1x1 (approx. 20 words)

CLASSIFIED AD COLUMN WIDTHS





The Sentinel Print & Online Rates

The following rates includes single insertions as well as frequency rate discounts of 3 insertions (5% discount) and up to 28 insertions (25% discount). An additional discount is available for prepaid schedules (via check or credit card); there is also a supplemental multimedia discount for programs utilizing both the PRINT EDITION and our very-active (generating over 350,000 hits per month) ON-LINE EDITION.

The Prince George's Sentinel Display Ad Frequency Discount Rates

Prince Georges Sentinel Page Size	Col. x in.	Column Inches	1-2 wks	3-4 wks 1-month	5-8 wks 2-month	9-13 wks 3-month	14-27 wks 5-month	18-52 wks 12-month
Net BW Inch Rate:	\$34.92		0%	5%	10%	15%	20%	25%
Circulation: 23,000 • Readership: 69,000								
BLACK AND WHITE								
1/8 page	2x4	8	\$279.36	\$265.39	\$251.42	\$237.46	\$223.49	\$209.52
1/4 page	3x4.125	12.5	\$436.50	\$414.67	\$392.85	\$371.02	\$349.20	\$327.37
1/4 page	2x6.125	12.5	\$436.50	\$414.67	\$392.85	\$371.02	\$349.20	\$327.37
2 Columns Full	2x10	20	\$698.40	\$663.48	\$628.56	\$593.64	\$558.72	\$523.80
1/2 page	5x5	25	\$873.00	\$829.35	\$785.70	\$742.05	\$698.40	\$654.75
3 Columns Full	3x10	30	\$1047.60	\$995.22	\$942.84	\$890.46	\$838.08	\$785.70
Full Page	5x10	50	\$1746.00	\$1658.70	\$1225.69	\$1157.60	\$1089.50	\$1021.41
FOUR COLOR								
1/8 page	2x4	8	\$541.86	\$527.89	\$513.92	\$499.96	\$485.96	\$472.02
1/4 page	3x4.125	12.5	\$699.00	\$664.05	\$639.10	\$594.15	\$559.20	\$524.25
1/4 page	2x6.125	12.5	\$699.00	\$664.05	\$639.10	\$594.15	\$559.20	\$524.25
2 Columns Full	2x10	20	\$1,223.40	\$1,188.48	\$1,158.60	\$1,118.64	\$1,083.42	\$1,048.50
1/2 page	5x5	25	\$1398.00	\$1328.10	\$1258.20	\$1188.30	\$1118.40	\$1048.50
3 Columns Full	3x10	30	\$1,572.60	\$1,520.22	\$1,467.84	\$1,415.46	\$1,363.08	\$1,310.70
Full Page	5x10	50	\$2,271.00	\$2,157.45	\$2,043.90	\$1,930.35	\$1,816.80	\$1,703.25
Column Width:	1 col. = 1.905"	2 col. = 3.991"	3 col. = 6.078"	4 col. = 8.164"	5 col. = 10.25"			

The Montgomery Sentinel Display Ad Frequency Discount Rates

Prince George's Sentinel Page Size	Col. x in.	Column Inches	1-2 wks	3-4 wks 1-month	5-8 wks 2-month	9-13 wks 3-month	14-27 wks 5-month	18-52 wks 12-month
Net BW Inch Rate:	\$14.52		0%	5%	10%	15%	20%	25%
Circulation: 5,000 • Readership: 15,000								
BLACK AND WHITE								
1/8 page	2x4	8	\$116.08	\$110.28	\$104.47	\$98.67	\$92.86	\$87.06
1/4 page	4x4	16	\$232.16	\$220.50	\$208.94	\$197.34	\$185.73	\$174.12
2 Columns Full	2x13	26	\$377.26	\$358.40	\$339.53	\$320.67	\$301.81	\$282.95
3 Columns Full	3x13	39	\$565.89	\$537.60	\$509.30	\$481.01	\$452.71	\$424.42
Full Page	5x13	65	\$943.15	\$895.99	\$848.84	\$801.68	\$754.52	\$707.36
FOUR COLOR								
1/8 page	2x4	8	\$378.58	\$372.78	\$366.97	\$361.17	\$355.36	\$349.56
1/4 page	4x4	16	\$494.66	\$483.00	\$441.44	\$459.84	\$448.32	\$436.62
2 Columns Full	2x13	26	\$902.26	\$883.40	\$864.53	\$845.67	\$826.81	\$807.92
3 Columns Full	3x13	39	\$1,090.89	\$1,062.60	\$1,034.30	\$1,006.01	\$967.71	\$949.42
Full Page	5x13	65	\$1,468.15	\$1,420.99	\$1,373.84	\$1,326.68	\$1,279.52	\$1,232.36
Column Width:	1 col. = 1.931"	2 col. = 4.042"	3 col. = 6.153"	4 col. = 8.264"	5 col. = 10.375"			
CLASSIFIED LINE RATES (Per Column Inch):PG: \$24.68 MC: \$8.24 Both Papers: \$32.92								
Column Width: 1= 1.115" 2= 2.42" 3= 3.725" 4= 5.03" 5= 6.335" 6= 7.64" 7= 8.945" 8= 10.25"								

**THE SENTINEL NEWSPAPERS'
ON-LINE EDITION**



www.thesentinel.com receives over 350,000 hits per month. As a *SENTINEL* advertiser, you would be eligible to include a copy of your print ad for an additional \$20.95 per week.

However, dynamic ad placements, which can provide animation effects and hotlinks back to your website, are also available. Please note that these rates do not incorporate combination discounts for concurrent PRINT EDITION/ ON-LINE EDITION advertising; as well as prepayment discounts (via check or credit card).

The Sentinel Online Ad Rates					
Ad Unit Size (in pixels)	Description	Net Weekly Open Rate	Multimedia Combo Discount	3 - 14 x Multimedia Rate	14 -28 x Multimedia Rate
728 x 90	Leaderboard	\$1,000.00	\$855.00	\$800.00	\$755.00
160 x 600	Wide Skyscraper	\$1,000.00	\$855.00	\$800.00	\$755.00
300 x 250	Med Rectangle	\$600.00	\$555.00	\$500.00	\$455.00
120 x 60	Button	\$200.00	\$155.00	\$100.00	\$85.00

For more information contact Lonnie Johnson: 301-306-9500 • fax 301-306-0134 • lonnie@thesentinel.com

PRE-PRINT RATES



- Inserts must be a minimum of 8.5"x11" and of 60 pound stock.
- Agencies add 15% for agency commission.
- Inserts of 5,000 or more must be delivered to the printer at least one week prior to insertion.
- Your Sentinel representative will quote on multi-page and/or unusual sized inserts.

	FREQUENCY		
	1-11 weeks	12-23 weeks	24-35 weeks
Single Sheet (8.5"x11") /2 Page Standard (4 Tab)	\$42.00	\$39.90	\$38.85
4 Page Standard (8 Page Tab)	\$51.45	\$49.35	\$48.30
6 Page Standard (12 Page Tab)	\$54.00	\$52.50	\$51.45
8 Page Standard (16 Page Tab)	\$56.70	\$54.60	\$53.55
12 Page Standard (24 Page Tab)	\$58.80	\$56.70	\$55.65
16 Page Standard (32 Page Tab)	\$60.90	\$58.80	\$57.75
20 Page Standard (40 Page Tab)	\$64.05	\$61.95	\$60.90
24 Page Standard (48 Page Tab)	\$66.15	\$64.05	\$63.00
28 Page Standard (56 Page Tab)	\$68.25	\$66.15	\$65.10
32 Page Standard (64 Page Tab)	\$70.35	\$68.25	\$67.20
36 Page Standard (72 Page Tab)	\$73.50	\$71.40	\$70.35
40 Page Standard (80 Page Tab)	\$75.60	\$73.50	\$72.45
44 Page Standard (88 Page Tab)	\$77.70	\$75.60	\$74.55