



# Advertising Rates

## Retail and Classified

Effective January 1, 2019

THE LUFKIN DAILY NEWS ★ *The Daily Sentinel*

[lufkindailynews.com](http://lufkindailynews.com)

[dailysentinel.com](http://dailysentinel.com)

300 Ellis • PO Box 1089  
Lufkin, Texas 75902-1089  
936.632.6631  
fax 936.632.6655

4920 Colonial Dr. • PO Box 630068  
Nacogdoches, Texas 75963-0068  
936.564.8361  
fax 936.560.4267

# general information

## THE LUFKIN DAILY NEWS

### THE LUFKIN DAILY NEWS

Jenniffer Ricks, Publisher

jenniffer.ricks@lufkindailynews.com / (936) 631-2602

Tammy Kedrowicz, Ad Director

tammy.kedrowicz@lufkindailynews.com / (936) 631-2630

Kelly Patton, Circulation Director

kelly.patton@lufkindailynews.com / (936) 631-2626

Billy Ricks, Operations Director

billy.ricks@lufkindailynews.com / (936) 631-2604

The Lufkin Daily News..... (936) 632-6631

Classified Advertising..... (936) 637-7355

Retail/Classified Billing..... (936) 631-2606

Circulation ..... (936) 637-NEWS

## ★The Daily Sentinel

### THE DAILY SENTINEL

Rick Craig, Publisher

rick.craig@dailysentinel.com / (936) 558-3200

Peggy Rains, Advertising Director

peggy.rains@dailysentinel.com / (936) 558-3210

Kelly Patton, Circulation Director

kelly.patton@lufkindailynews.com / (936) 631-2626

The Daily Sentinel..... (936) 564-8361

Classified Advertising..... (936) 558-3217

Retail/Classified Billing..... (936) 558-3218

Circulation ..... (936) 558-3216

# advertising terms

All advertising is payable in advance unless credit has been established by The Lufkin Daily News or The Daily Sentinel. Visa, Mastercard, Discover and American Express also are accepted.

All bills are due and payable at the newspaper office as soon as services are rendered. Finance charges will be assessed on all accounts more than 30 days past due at a rate of .5% per month, 6% annually.

Liquidation or Going Out Of Business: Cash or certified check must accompany all advertisements declaring a merchant's intention to close or go out of business regardless of establishment of previous credit.

### GENERAL RATE POLICY

- Rights of the Publisher - Publisher retains the right to refuse or edit any advertisement. Publisher retains all property rights in, and all title to, all copyrightable material.
- Rate Revision Notice - Publisher reserves the right to revise advertising rates without notice, and all contracts are accepted subject to this reservation.
- All Bills Final - Any bill rendered to the advertiser by publisher shall be conclusive as to correctness and shall constitute an account stated unless written objection is made therein by the advertiser or publisher within thirty (30) days from the rendering thereof.
- Proofs Policy - Upon completing the composition of a display ad, a proof is submitted to advertiser if ad is more than 20 inches. Should a display ad be accepted after copy deadline, proof may not be shown to the advertiser and the newspaper in no way will be responsible for errors.

- Errors - The publisher's responsibility for typographical errors, copy omission of display ads is as follows: Proof to advertiser removes all responsibility of the publisher, except in cases when there is a failure of the newspaper to correct properly marked errors or omissions on the proof. Publisher's liability shall be limited to the correction of or the cancellation of charge, for that portion of the ad rendered valueless by such errors of omission.
- Letter of Correction - In the case of a printing error, a letter of correction will be delivered to the store. Cases of improper proofing or pricing by the advertiser will not be given letter of correction from the newspaper.

### POLITICAL ADVERTISING RATES

Any advertising which takes a stand involving a political figure, political party or government issue, regardless of whether or not an election is involved, will be considered political. Political advertising will be published only when full payment has been made prior to the deadline of publication date. All political advertising must include all information regarding the name and address of the person or group placing ad and any other state or federal information required by law.

### MULTI-USE SPACE

Advertising will not be accepted for publication which is designed and sold as multi-use or "broker" space. No third party may act as an agent in selling or representing The Lufkin Daily News or The Daily Sentinel in any capacity to negotiate rates or terms, and the Publisher has the right to reject or charge an additional broker fee for any advertising which represents a shared space agreement.

## Retail Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$15.75	\$17.85
<b>Annual Agreement</b>		
\$6,000 year*	\$15.20	\$17.20
\$12,000 year*	\$14.70	\$16.60
\$24,000 year*	\$14.25	\$16.35
\$50,000 year*	\$13.95	\$16.15
<b>Civic/Church/Non-Profit</b>	\$12.60	\$14.25
<b>Sympathy/Thanks*</b>	\$ 8.95	\$ 9.45

\*Does not qualify for pick up discount.

## Faith Directory

Sponsor: \$16 per Saturday (6 month minimum)

Church: \$5 per Saturday, online \$5, \$10 or \$15

Color	1-Color	Full-Color
1-30 inches	\$ 60	\$125
31-60 inches	\$ 90	\$170
61-108 inches	\$120	\$230
109-126 inches	\$165	\$330

## Retail Advertising Repeat Discounts

Pick up any display ad within the next 6 days and receive 25% off. Sundays are never discounted. No copy changes allowed. Some restrictions apply.

## Frequency Advertising Programs Available

Ask your account executive for details and pricing

## FRONT PAGE ADVERTISING

Front Page	Daily	Sunday
Frequency: 1 Time	\$550	\$650
Frequency: 6 Times*	\$450	\$550
Frequency: 13 Times*	\$350	\$450
Strip ad size 6 columns x 2 inches in full color		

## Other Section Fronts

Frequency: 1 Time	\$400	\$450
Frequency: 6 Times*	\$350	\$400
Frequency: 13 Times*	\$325	\$350
Strip ad size 6 columns x 3 inches in full color		

## Weather Strip

Frequency: 1 Time	\$120
Frequency: 26 Times*	\$110
Frequency: 52 Times*	\$100
Strip ad size 6 columns x 2 inches in full color	

## Classified Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$10.50	\$12.00
<b>Annual Agreement</b>		
\$6,000 year*	\$10.10	\$11.55
\$12,000 year*	\$ 9.80	\$11.10
\$24,000 year*	\$ 9.60	\$10.75
\$50,000 year*	\$ 9.25	\$10.60
<b>Civic/Church/Non-Profit</b>	\$ 8.40	\$ 9.60

**Legals:** \$2.10 per line per day

## Employment Rates

Call for rates.

## In Column Rates

Call for rates.

Color	1-Color	Full-Color
1-49 inches	\$ 60	\$125
50-99 inches	\$ 88	\$170
100-140 inches	\$120	\$230
141-189 inches	\$165	\$330

## Classified Advertising Repeat Discounts

Pick up any display ad within the next 6 days and receive 25% off. Sundays are never discounted. No copy changes allowed. Some restrictions apply.

## ONLINE/MOBILE/E BLASTS

[lufkindailynews.com](http://lufkindailynews.com)

Contact your account executive for details and pricing.

## NEIGHBORS (SMC)

Our weekly extended market coverage piece reaching more than 12,000 non-subscribers every Wednesday. Limited availability ad space each week. Contact your account executive for pricing.

## IMPACT AD NOTES

Front Page Advertising—Utilize the newspapers front page for premium placement of your message, guaranteeing maximum visibility for your business. \$85/cpm square or \$95/cpm shapes. Some restrictions apply.

**KRAFT WRAPPER** - Must be scheduled 5 business days prior to run date. \$800 per side, full color.

\*To qualify for annual agreement / frequency rates a signed agreement is required.

**All local rates are net.**

# nacogdoches rates

## Retail Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$13.00	\$15.00
<b>Annual Agreement</b>		
\$6,000 year*	\$11.00	\$13.00
\$12,000 year*	\$10.40	\$12.40
\$24,000 year*	\$10.10	\$12.10
\$50,000 year*	\$ 9.80	\$11.80
<b>Civic/Church/Non-Profit</b>	\$ 9.00	\$10.80
<b>Sympathy/Thanks*</b>	\$ 7.20	\$ 7.80

\*Does not qualify for pick up discount.

## Faith Directory

Sponsor: \$15 per Saturday (6 month minimum)

Church: \$9 per Saturday

Color	1-Color	Full-Color
1-15 inches	\$ 30	\$ 75
15-30 inches	\$ 65	\$125
31-60 inches	\$ 90	\$170
61-108 inches	\$125	\$230
109-126 inches	\$150	\$330

## Retail Advertising Repeat Discounts

Pick up any display ad within the next 6 days and receive 20% off. Sundays are never discounted. No copy changes allowed. Some restrictions apply.

## Frequency Advertising Programs Available

Ask your account executive for details and pricing

## FRONT PAGE ADVERTISING

Front Page	Daily	Sunday
Frequency: 1 Time	\$425	\$525
Frequency: 6 Times*	\$325	\$425
Frequency: 13 Times*	\$300	\$400
Strip ad size 6 columns x 2 inches in full color		

## Other Section Fronts

Frequency: 1 Time	\$325	\$375
Frequency: 6 Times*	\$300	\$325
Frequency: 13 Times*	\$275	\$300
Strip ad size 6 columns x 3 inches in full color		

## Nac Today (Page 2A), Weather or TV Page

Frequency: 1 Time	\$145	\$120 BW
Frequency: 12 Times*	\$125	\$100 BW
Frequency: 26 Times*	\$100	\$ 80 BW
Strip ad size 6 columns x 2 inches in full color		

## Classified Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$6.90	\$8.25
<b>Annual Agreement</b>		
\$6,000 year*	\$6.60	\$7.70
\$12,000 year*	\$6.30	\$7.45
\$24,000 year*	\$6.10	\$7.00
\$50,000 year*	\$5.85	\$6.90
<b>Civic/Church/Non-Profit</b>	\$5.20	\$5.75

**Legals:** \$17 PCI - Call for more information.

## Employment Rates

\$11 PCI - Call for more information.

## In Column Rates

Call for rates.

Color	1-Color	Full-Color
1-49 inches	\$ 65	\$125
50-99 inches	\$ 75	\$170
100-140 inches	\$110	\$230
141-189 inches	\$130	\$330

## Classified Advertising Repeat Discounts

Pick up any display ad within the next 6 days and receive 20% off. Sundays are never discounted. No copy changes allowed. Some restrictions apply.

## ONLINE/MOBILE/E BLASTS

**dailysentinel.com**

Contact your account executive for details and pricing.

## SENTINEL PLUS (SMC)

Our weekly extended market coverage piece reaching more than 18,000 non-subscribers every Wednesday. Limited availability ad space each week. Contact your account executive for pricing.

## IMPACT AD NOTES

Front Page Advertising—Utilize the newspapers front page for premium placement of your message, guaranteeing maximum visibility for your business. \$85/cpm square or \$95/cpm shapes. Some restrictions apply.

**KRAFT WRAPPER** - Must be scheduled 5 business days prior to run date. \$800 per side, full color.

\*To qualify for annual agreement / frequency rates a signed agreement is required.

**All local rates are net.**



# combo rates

5

Place your ad in both newspapers and receive the combo rate.

## Retail Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$22.75	\$26.00
<b>Annual Agreement</b>		
\$6,000 year*	\$21.30	\$24.55
\$12,000 year*	\$20.35	\$22.45
\$24,000 year*	\$19.75	\$22.70
\$50,000 year*	\$19.25	\$22.10
<b>Civic/Church/Non-Profit</b>	\$17.10	\$19.50
<b>Sympathy/Thanks*</b>	\$12.80	\$13.90

\*Does not qualify for pick up discount.

Color	1-Color	Full-Color
1-30 inches	\$ 65	\$135
31-60 inches	\$ 90	\$180
61-108 inches	\$125	\$240
109-126 inches	\$170	\$340

## Classified Advertising

	Daily PCI	Sunday PCI
<b>Open</b>	\$14.75	\$17.35
<b>Annual Agreement</b>		
\$6,000 year*	\$14.15	\$16.35
\$12,000 year*	\$13.55	\$15.60
\$24,000 year*	\$13.10	\$15.05
\$50,000 year*	\$12.76	\$14.70
<b>Civic/Church/Non-Profit</b>	\$11.15	\$13.10

**Legals:** \$3.25 per line per day

## Employment Rates

Call for rates.

## In Column Rates

Call for rates.

Color	1-Color	Full-Color
1-49 inches	\$ 65	\$135
50-99 inches	\$ 90	\$180
100-140 inches	\$125	\$240
141-189 inches	\$170	\$340

## Retail and Classified Advertising Repeat Discounts

Pick up any display ad within the next 6 days and receive 25% off. Sundays are never discounted. No copy changes allowed. Some restrictions apply.

## National Advertising

Advertisers who do not maintain one or more retail stores in the cities of Lufkin and/or Nacogdoches or their retail trading zones, will pay the national rate.

	Daily PCI	Sunday PCI
Lufkin Daily News	\$25.20	\$28.35
Daily Sentinel	\$14.70	\$18.90
Lufkin Daily News & Daily Sentinel	\$37.80	\$43.05

# CHARM

EAST TEXAS

A local monthly, magazine.

This unique publication offers fun, insightful articles on health and beauty, fashion, food, lifestyle, home and garden, arts and living green. Special features, informational tips and fascinating points of interest are mixed in to create this exceptional magazine. Distributed to home delivery subscribers of The Lufkin Daily News and The Daily Sentinel, online and in racks around both cities.



## RATES

double page spread .....	\$2,500
full page .....	\$1,500
two-thirds page .....	\$1,025
one-half page .....	\$ 850
one-third page.....	\$ 575
quarter page.....	\$ 475
one-sixth page.....	\$ 400

All ads are full color

\*Frequency discounts available

**KRAFT WRAPPER** - Must be scheduled 5 business days prior to run date.  
\$1000 per side, full color.

\*To qualify for annual agreement / frequency rates a signed agreement is required.

**All local rates are net.**

# preprint rates

## LUFKIN & NEIGHBORS (SMC)

Number of Inserts in 12 Months

Size	Open	12-25	26-47	48-75
Card/Envelope	\$43/m	\$39/m	\$38/m	\$36/m
4-Tab/2-Std.	\$47/m	\$43/m	\$42/m	\$40/m
8-Tab/4-Std.	\$54/m	\$49/m	\$47/m	\$45/m
12-Tab/6-Std.	\$60/m	\$56/m	\$53/m	\$50/m
16-Tab/8-Std.	\$65/m	\$62/m	\$60/m	\$57/m
20-Tab/10-Std.	\$69/m	\$66/m	\$63/m	\$59/m
24-Tab/12-Std.+	\$72/m	\$69/m	\$66/m	\$63/m

## NACOGDOCHES & SENTINEL PLUS (SMC)

Number of Inserts in 12 Months

Size	Open	12-25	26-47	48-75
Card/Envelope	\$49/m	\$46/m	\$44/m	\$42/m
4-Tab/2-Std.	\$54/m	\$50/m	\$48/m	\$46/m
8-Tab/4-Std.	\$60/m	\$56/m	\$53/m	\$50/m
12-Tab/6-Std.	\$64/m	\$61/m	\$59/m	\$56/m
16-Tab/8-Std.	\$67/m	\$64/m	\$62/m	\$59/m
20-Tab/10-Std.	\$70/m	\$67/m	\$65/m	\$63/m
24-Tab/12-Std.+	\$74/m	\$70/m	\$68/m	\$66/m

**Delivery:** All preprints must be scheduled and delivered to: The Lufkin Daily News, 300 Ellis, Lufkin, Texas 75904, no less than 5 working days prior to distribution date. Delivery should be made between 8 a.m. - 4 p.m., Monday through Friday, Central Time. The Lufkin Daily News and The Daily Sentinel assume no responsibility for deliveries made before or after hours. Please indicate on your waybill the publication(s) in which the inserts are to appear.

**Packaging Instructions:** All standard size preprints are to be half folded and all tabloids should not be folded unless they exceed 11" x 11". For folded pieces, there must be a minimum spine length of 7".

**Frequency Discount:** Frequency discount rates will apply only when an advertiser has signed a frequency contract. Contracts are in effect from date of signing until expiration date determined at time of signing.

**All inserts are full run only.**

# circulation

## Lufkin Circulation

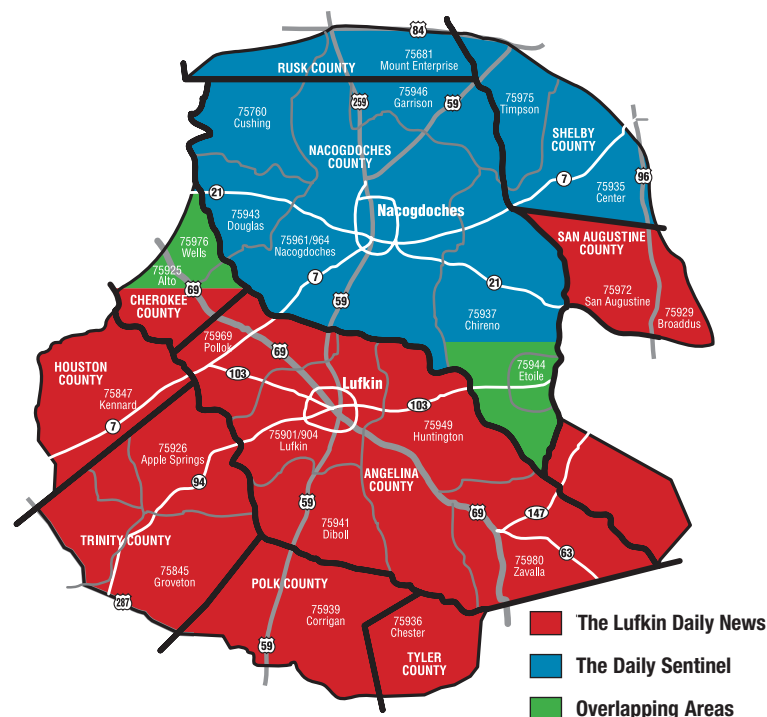
Sunday - 9,000  
Wednesday - 9,000  
Daily - 7,500  
SMC/Neighbors - 12,500

## Nacogdoches Circulation

Sunday - 6,200  
Wednesday - 6,000  
Daily - 6,000  
SMC/Sentinel Plus - 18,000

## Combo Circulation

Sunday - 15,200  
Wednesday - 15,000  
Daily - 13,500  
SMC/Neighbors - 30,500



# advertising deadlines

7

Publish Day	Retail / Classified
Sunday	Thursday 3 PM
Monday	Thursday 3 PM
Tuesday	Friday 3 PM
Wednesday	Monday 1 PM
Thursday	Tuesday 8:30 AM
Friday	Wednesday 8:30 AM
Saturday	Thursday 8:30 AM
Entertainment Guide-Lufkin	Thursday (2 weeks prior) 10:00 AM
Sunday Lifestyle	Tuesday Noon
Neighbors/Sentinel Plus	Tuesday 9:00 AM

Publish Day	Classified Line Ads	Legal
Sunday	Friday 1:30 PM	Thursday Noon
Monday	Friday 2:30 PM	Thursday Noon
Tuesday	Monday 1:30 PM	Friday Noon
Wednesday	Tuesday 1:30 PM	Monday Noon
Thursday	Wednesday 1:30 PM	Tuesday Noon
Friday	Thursday 1:30 PM	Wednesday Noon
Saturday	Friday 10:30 AM	Thursday Noon

**Ad cancellation/changes will not be accepted after deadline. Advertiser will be charged whether ad runs or not.**

Holidays: When a holiday falls on or between deadlines and publication date, advance deadline by 24 hours.

## mechanical measurements

### RETAIL STANDARD PAGE

6 columns (SAU), 1/8" between columns, each column 21" deep, 126 column inches per standard page, Double truck 21.25" x 21" with 1/8" column gutter.

1-column.....	1.6273"
2-column.....	3.3519"
3-column.....	5.0764"
4-column.....	6.8009"
5-column.....	8.5255"
6-column.....	10.25"

DT - 21.25" wide by 21" deep

### CLASSIFIED STANDARD PAGE

9 columns (SAU), 1/8" between columns, each column 21" deep, 189 column-inches per standard page, 21.28" width per double truck.

1-column.....	1.0417"
2-column.....	2.1944"
3-column.....	3.3472"
4-column.....	4.5"
5-column.....	5.6528"
6-column.....	6.8056"
7-column.....	7.9583"
8-column.....	9.1111"
9-column.....	10.2639"

### RETAIL TABLOID PAGE

6-Column Tab, 1/8" between columns, each column 10" deep, 60" column inches per tabloid page.

1-column.....	1.6273"
2-column.....	3.3519"
3-column.....	5.0764"
4-column.....	6.8009"
5-column.....	8.5255"
6-column.....	10.25"

Tab DT - 21.25" wide by 10" deep

### CHARM MAGAZINE AD SIZES

one-sixth page.....	2.44" x 4.770"
quarter page.....	3.833" x 4.770"
one-third page square.....	5.222" x 4.770"
one-third page vertical.....	2.444" x 9.875"
one-third page vertical w/bleed.....	3.194" x 11.375"
live area.....	2.444" x 10.375"
one-half page horizontal.....	8.0" x 4.770"
one-half page vertical.....	3.833" x 9.875"
one-half page vertical w/bleed.....	4.583" x 11.375"
live area.....	3.833" x 10.375"
two-thirds page vertical.....	5.222" x 9.875"
two-thirds page vertical w/ bleed.....	5.972" x 11.375"
live area.....	5.222" x 10.375"
full page w/ bleed.....	9.5" x 11.375"
live area.....	8.5" x 10.375"
double page spread w/ bleed.....	18.5" x 11.375"
live area.....	17.5" x 10.375"

# 2019 calendar of special sections

Publication	The Lufkin News	The Daily Sentinel	Combo	Deadline
January 3	Business Link			December 4
January 25			Charm February	December 28
January 27	Medical Guide	Medical Guide		December 19
February 22			Charm March	January 25
March 7	Business Link			February 8
March 24		Best of Nac Ballot		March 15
March 29			Charm April	March 1
March 31	Progress			March 8
April 21	Women's Expo (Event 23rd)			March 29
April 26			Charm May	March 29
May 2	Business Link			April 5
May 19	Graduation			May 3
May 27		Graduation		May 4
May 27	Memorial Day	Memorial Day		May 10
May 31			Charm June	May 3
June 23		Best of Nac		June 7
June 28			Charm July	May 31
July 4	Business Link			June 7
July 26			Charm August	June 28
July 28	Best of Lufkin			July 5
August 25		Football Tab		August 2
August 30			Charm September	August 2
TBA	Football Preview Magazine			TBA
September 5	Business Link			August 9
September 8			Outdoor Guide	August 23
September 22		Chamber Tab		September 6
September 27			Charm October	August 30
October 7	Senior Expo (Event 8th)			September 21
October 25			Charm November	September 27
October 27	Breast Cancer	Breast Cancer		September 15
October 27		Senior Expo (Event 29th)		October 4
November 7	Business Link			October 11
November 11	Veterans Day	Veterans Day		October 25
November 26			Charm December	October 29
November 28	Thanksgiving	Thanksgiving		November 1
December 24	Letters To Santa	Letters To Santa		December 13
December 27			Charm January	November 22
December 28			Bridal Guide (Inside Charm)	November 22

All dates are subject to change without notice. For more information contact your sales representative.



# credit application

9

Date \_\_\_\_\_

Advertiser's Name \_\_\_\_\_

Authorized Personnel \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone No. \_\_\_\_\_ Social Security or Tax ID No. \_\_\_\_\_

Choose one of the following by placing a letter 'X' in the box that applies:

☐ Corporation    ☐ Partnership    ☐ Individual    ☐ Other

Owner 1 \_\_\_\_\_ Owner 2 \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Social Security# \_\_\_\_\_ Social Security# \_\_\_\_\_

## Corporation Principals

President: Name & Address \_\_\_\_\_ Phone \_\_\_\_\_

Vice President: Name & Address \_\_\_\_\_ Phone \_\_\_\_\_

Treasurer: Name & Address \_\_\_\_\_ Phone \_\_\_\_\_

Name Parent Company \_\_\_\_\_ Tax ID \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

## General Information

1. Type of business or occupation? \_\_\_\_\_

2. Have you ever advertised with us before? \_\_\_\_ If yes, under what name? \_\_\_\_\_

3. Expected monthly billing? \_\_\_\_\_

## Credit References

Bank \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Trade References: Name, Address, Phone Number and Your Account Number (if any)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

THE UNDERSIGNED AGREES THAT ALL AMOUNTS SHALL BE PAYABLE TO THE LUFKIN OR NACOGDOCHES NEWSPAPER UPON RECEIPT OF MONTHLY STATEMENT. I CERTIFY THAT THE INFORMATION PROVIDED IN THIS APPLICATION IS CORRECT. I HEREBY AUTHORIZE LUFKIN OR NACOGDOCHES TO INVESTIGATE REFERENCES PERTAINING TO CREDIT AND FINANCIAL RESPONSIBILITIES.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_