

### Retail and Classified Display (per column inch)

Open Rate**	Repeat Rate*	Special Sections	Classified Display	Repeat Rate
\$14.25 PCI	\$8.55	\$17.00	\$11.25	\$6.75
		Front Page Strip - Full Color (6 col. x 2 inches)	Page 3	
		\$350	\$25 PCI	
		1 Color (10" Minimum)	Full Color (10" Minimum)	
		\$80	\$240	

\* Repeat ad must run within six days of first ad and be a 10" minimum.

\*\* Frequency and volume contracts available.

### Classified Line Advertising (per line per day)

	2 Day Minimum	3x	4x	5x	6x	7x	Legal 1 Day	2 Days	3 Days
Rate per Line	\$1.35	\$1.35	\$1.05	\$0.95	\$0.90	\$0.85	\$1.42	\$1.25	\$1.15
5	\$20	\$20.25	\$21.00	\$23.75	\$27.00	\$29.75	\$12.00	\$12.50	\$17.25
6		\$24.30	\$25.20	\$28.50	\$32.40	\$35.70		\$15.00	\$20.70
7		\$28.35	\$29.40	\$33.25	\$37.80	\$41.65		\$17.50	\$24.15
8		\$32.40	\$33.60	\$38.00	\$43.20	\$47.60		\$20.00	\$27.60
9		\$36.45	\$37.80	\$42.75	\$48.60	\$53.55		\$22.50	\$31.05
10	\$40.50	\$42.00	\$47.50	\$54.00	\$59.50	\$25.00	\$34.50		
11	\$35	\$44.55	\$46.20	\$52.25	\$59.40	\$65.45	\$14.85	\$27.50	\$37.95
12		\$48.60	\$50.40	\$57.00	\$64.80	\$71.40	\$16.20	\$30.00	\$41.40
13		\$52.65	\$54.60	\$61.75	\$70.20	\$77.35	\$17.55	\$32.50	\$44.85
14		\$56.70	\$58.80	\$66.50	\$75.60	\$83.30	\$18.90	\$35.00	\$48.30
15		\$60.75	\$63.00	\$71.25	\$81.00	\$89.25	\$20.25	\$37.50	\$51.75

### Contract Line Rates

3+months	\$0.80 Per Line
Year	\$0.72 Per Line

### KSCareerFinder

Includes a combination of print & digital;  
all online listings are good for 30 days and are distributed on  
KSCareerFinder.com and across a broad network of 1100+ job boards

Help Wanted Advertising	Features	Classified Liner Packages w/ 4 print dates start at	Display Packages w/ 3 print dates start at
Reach Package	Includes total online distribution + priority search	\$225	\$278
Pro Reach Package	Includes total online distribution, priority search, featured job, & social media	\$275	\$328
Premium Reach Package	Includes total online distribution, priority search, featured job, and resume & performance boosts	\$365	\$418

### Retail and Classified Deadlines

Monday	Thursday 4 p.m.
Tuesday	Friday 4 p.m.
Wednesday	Monday 4 p.m.
Thursday	Tuesday 4 p.m.
Friday	Wednesday 4 p.m.
Weekend Edition	Thursday noon

#### Classified Column Measurements

1 column = 1.23"	5 column = 6.53"
2 column = 2.53"	6 column = 7.73"
3 column = 3.83"	7 column = 9.03"
4 column = 5.13"	8 column = 10.3"

#### Retail Column Measurements

1 col = 1.67"	4 col = 6.91"
2 col = 3.42"	5 col = 8.67"
3 col = 5.17"	6 col = 10.5"



**Weekly Deadline**  
 Friday 4 p.m.

Ad Size/Dimensions — Includes full color	Open	13 Week	26 Week
Full Page 10" x 10"	\$960	\$768	\$672
3/4 Page Vertical 7.47" x 10"   3/4 Page Horizontal 10" x 7.47"	\$720	\$576	\$504
1/2 Page Vertical 4.94" x 10"   1/2 Page Horizontal 10" x 4.94"	\$480	\$384	\$336
1/4 Page Vertical 2.4" x 10"   1/4 Page Horizontal 4.94" x 4.94"   1/4 Page Strip 10" x 2.4"	\$240	\$192	\$168
1/6 Page 4.94" x 3.25"	\$160	\$128	\$112
1/8 Page Vertical 2.4" x 4.94"   1/8 Page Horizontal 4.94" x 2.4"	\$120	\$96	\$84
1/16 Page 2.4" x 2.4"	\$60	\$48	\$42
1/32 Page 2.4" x 1.14"	\$30	\$24	\$21
Front Page (limit 3) 3.08" x 2.5"	\$100	\$100	\$100

## parentexpress

Ad Size/Dimensions — Includes full color	1x	3x	6x
Back Page 10" x 10"	\$620	\$600	\$580
Full – 10" x 10"	\$515	\$495	\$475
Half Page Vertical 4.94" x 10"   Half Page Horizontal 10" x 4.94"	\$360	\$340	\$320
One-quarter Page 4.94" x 4.94"	\$190	\$180	\$170
One-sixth Page 4.94" x 3.25"	\$140	\$130	\$120
One-eighth Vertical 2.4" x 4.94"   One-eighth Horizontal 4.94" x 2.4"	\$95	\$90	\$85



Ad Size/Dimensions — Includes full color	1x	4x	Special Placement Position	1x	4x
Full – 7.5" w x 9.75" h	\$800	\$625	Back Page (full)	\$995	\$800
Half (3.7" x 9.75" or 7.5" x 4.85")	\$550	\$395	Page 3	\$950	\$700
Quarter 3.7" x 4.85"	\$350	\$245	Center Spread	\$950	
			Cover French Gate	\$2000	

## SentinelSource.com

Ask about our video rates

Mobile and Desktop	Open Rate	13-Week Commitment or in combination with print	26-Week Commitment
Half Tower & Leaderboard	\$13 CPM	\$11 CPM	\$9 CPM
Takeover Ads	\$275 per day		
Sponsored sections - Obituary Page, Real Estate, Newsletter. Ask about our specialized ads, including dynamic presentations			\$250 per month, Limit 4 per section
<b>Boost Your Digital Ad</b>			
Social Pro	Include your ad in newsfeeds		\$50 per week
Social Boost	Include a social media banner ad		\$25 per week