



THE SENTRY

Visit Us at
www.fl Sentry.com

Serving Broward County, Florida

MECHANICAL INFORMATION

The Sentry is published weekly as an industry standard METRO size.

12.627 inches wide by 21.5 inches deep

Double Truck is 25 inches wide by 21 inches deep

The Sentry page is published in SAUs (Standard Advertising Units)

10% Advertising Discounts apply only to contracts paid in full in advance.

Space & Material Deadline MONDAY @ 5PM

PDF Ads received at ads@flsentry.com

DISPLAY ADVERTISING RATES

Effective January 1, 2006

Column Inch Rate (SAU)

Ads are commissionable on OPEN RATE ONLY

NATIONAL	17.95
LOCAL	12.95
1-5 Insertions	12.95
6-12	10.95
13 or more	9.95

Classified Advertising Rates

Classified ads are set 6 point solid (6 on 6)
Page is 10 columns wide (no gutters)

Open column inch rate	10.95
Display options	2.00
Shading	1.00
Tear Sheets	2.00
Legal advertising Rates	
(Notice to Creditors/Administration)	95.00
(Dissolution of Marriage)	95.00
Fictitious Name	19.95

Who to call?

(954) 532-2000
Monday through Friday
9:00 am to 5:00 pm

The Sentry is a paid circulation, U.S. Post Office audited, newspaper of general circulation in Broward County.

The Sentry is entered as Second Class (Periodical) mail at Fort Lauderdale, Florida and other offices and is eligible to publish legal notices according to the statutes of the State of Florida.

USPS #014-225

The Sentry is also Certified as a Minority Business duly accredited by

The State of Florida
Broward County
Broward County Schools
North Broward Hospital District
City of Pompano Beach

Circulation Audited each October by The United States Postal Service

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