

2025 Media Information Kit

Southside Sentinel



Serving the Middle Peninsula
and Surrounding Area of Virginia

804-758-2328 • www.ssentinel.com
276 Virginia Street • Urbanna, Virginia 23175
Advertising Contacts: gloria@s sentinel.com

SSentinel.com

From our customers:

We are happy advertisers at the Southside Sentinel! Chuck's HVAC began advertising when we opened our doors in February 2013. Wendy worked efficiently with us to help meet both our advertising and budget needs and continues to keep us updated on additional advertising opportunities. Chuck's HVAC advertises weekly and is now in the same location each week. Our customers have told us that's where they find us!

Chuck Brown

What's important to a small town business? Local customers. Everyone reads the Southside Sentinel from the first to the last page. An ad in the Sentinel attracts local customers plus all the out of towners who regularly read the paper. Affordable, effective-all you could ask for from your advertising.

*Raynell Smith,
Nauti Nells, Deltaville*

The Hartfield Volunteer Fire Department Thrift Store started advertising in the Southside Sentinel at the beginning this summer in the yard sales column. Its outreach to our community and surrounding areas has been very instrumental in the increase of our business. If you want to get "out of the box" give Hannah a call at 804.758.2328 and they will customize a creative new design just for your specific business need. Look for us in the Southside Sentinel. Our store is at the firehouse on Twiggs Ferry Road in downtown Hartfield. We are open Wednesday and Saturday 9am until 3pm. All proceeds go to the fire department.

Hartfield Volunteer Fire Department

Docks of the Bay has seen very tangible results from our advertisements in the Record and Sentinel, and it has been integral to our business' growth and exposure in the community. The ad process was efficient and easy thanks to the knowledgeable and responsive sales and design team.

*Anthony Marchetti,
Docks of the Bay*

Southside Sentinel

276 VIRGINIA STREET, P.O. BOX 549, URBANNA, VA 23175

PHONE: (804) 758-2328 • FAX: (804) 758-5896

Dear Advertiser:

Thank you for considering the Southside Sentinel to help spread the word about your business in the Middle Peninsula area. With a current circulation of over 2,918 papers each week, reaching an audience of over 6,711* readers, we are one of your most important marketing assets in this area.

While many daily papers are experiencing a decline, survey after survey shows that local weekly newspapers like ours remain the most trusted source of local news and advertising in small town America. There are no local TV stations or trained journalists in any other local media to do the job the Southside Sentinel does.

A readership survey completed for the National Newspaper Association in 2017 by Susquehanna Polling and Research based in Harrisburg, PA, shows the local newspaper is an important part of people's lives. Seventy-nine percent of the community newspaper respondents said they rely on it for local news and information. The local paper is also important for those who shop locally. Seventy-nine percent said they find their community paper valuable for local shopping and advertising information.

*An earlier survey shows that each community newspaper is shared among 2.3 family members or friends.

Call Gloria today and let us put your advertising in front of an audience you need, LOCAL citizens and landowners who buy and read the Southside Sentinel every week!

Sincerely,



Frederick A. Gaskins,
Publisher

P.S. You can expand your reach to include another 12,346 readers in Lancaster County and adjacent areas of the Northern Neck by placing your advertisement jointly in the Sentinel and the Rappahannock Record in Kilmarnock. In addition, advertising space is available on our website, SSentinel.com, in special interest supplements throughout the year, and in the The Rivah Visitor's Guide, published monthly May through October. Details and discounted combination rates can be found on the following pages.

ADVERTISING CONTACTS:

Gloria, ext. 104, gloria@ssentinel.com

SOUTHSIDE SENTINEL

276 Virginia Street
 P. O. Box 549, Urbanna, Virginia 23175
 (804) 758-2328; FAX (804) 758-5896
 E-mail address: advertisingmanager@ssentinel.com
 Website: www.SSentinel.com

**Retail Advertising Rates
 Effective January 1, 2025**

1. PERSONNEL

Frederick A. and Elizabeth Lee C. Gaskins, Publishers
 Don Richeson, Editor (editor@ssentinel.com)
 Joseph Gaskins, Production Manager (jgaskins@ssentinel.com)
 Gloria Abbott, Advertising Manager (gloria@ssentinel.com)
 Geanie Longest, Accounts Manager (glongest@ssentinel.com)
 Maria Hedetniemi-Martello, Circulation Manager (circulation@ssentinel.com)

2. REPRESENTATIVES

Virginia Press Services
 4860 Cox Road, Suite 150
 Glen Allen, VA 23060
 (804) 521-7570

American Newspaper Representatives Inc.
 2075 W Big Beaver Rd.
 Troy, MI 48084
 1-800-550-7557

3. COMMISSIONS AND TERMS OF PAYMENT

The local retail rate is non-commissionable. National rates only are commissionable (see 4c). Terms: Net 30. Local retail rates apply to local retail and service establishments dealing directly with consumers in our circulation area.

After 30 days a service charge of 1½% per month (18% per year) is added to unpaid accounts.

4. ADVERTISING RATES

a. Retail Advertising Rates (Non-Commissionable):

Open Rate (1–59 inches in one calendar month):
 \$10.00 per col. inch

b. Monthly

Quantity rates per calendar month

(accounts must be paid within 30 days of billing to receive these quantity discounts):

Col. inches per month	Col. inch rate
60–119	\$9.75
120–249	\$9.50
250–500	\$9.25
Over 500	\$9.00

c. National Advertising Rate (Commissionable):

\$11.75 per column inch (commissionable). 15% allowed to recognized advertising agencies. Ads must be submitted electronically, preferably in the PDF format with all fonts embedded and photos downsampled to 200 dpi.

d. Special Tabloid

Special sections* appear in several issues throughout the year in tabloid form (see page 6). These appear in combination with the Rappahannock Record with additional free circulation. Quantity discounts do not apply for these sections. No commissions. Special section advertising rate...\$19.00 per col. inch

*Bay Heritage is printed on premium coated paper. Contact an advertising representative for sizes and 2024 rates for this special section.

e. The Rivah Visitor’s Guide

A seasonal tabloid jointly published by the Rappahannock Record and the Southside Sentinel. An average of 17,000 free copies are circulated in the Northern Neck and Middle Peninsula each month through restaurants, motels, gift shops, marinas and other retail outlets.
 The Rivah Visitor’s Guide advertising rate....\$20.00 per col. inch

f. Preprint Rates

Up to 8 page tabloid or 4 page broadsheet, \$70m (net)
 12 page tabloid or 6 page broadsheet, \$73m (net)
 16 page tabloid or 8 page broadsheet, \$76m (net)
 For each additional 4 tabloid pages or 2 broadsheet pages, add \$3 (net) to the cpm.
 The following frequency discounts are available on an annual contract basis:
 13 weeks per year 5 percent discount
 26 weeks per year 10 percent discount
 51 weeks per year 18 percent discount
 Please call for maximum/minimum sizes and shipping instructions.

g. Post It Notes and Section Front ads

Strip ads at the bottom of section fronts and Post It Notes applied on the front page are available. Call for prices.

h. Combination Rates

In combination with the weekly Rappahannock Record, Kilmar-nock. \$9.00 col. inch, each paper.

i. Color Rates

Full color, ROP (net): Up to 30 col. inches, \$70; 31-60 inches, \$100; 61-90 inches, \$135; 91-120 inches, \$170; 121 inches or more, \$200.
 Full color, ROP (net) in combination with the Rappahannock Record (fee applies to each paper): Up to 30 col. inches, \$35; 31-60 inches, \$50; 61-90 inches, \$67; 91-120 inches, \$85; 121 inches or more, \$100.

5. SPECIAL SERVICES

a. Proofs will be delivered or emailed if requested, providing all copy has been submitted by noon Monday. Second proofs and all other ads will either be emailed or be available for proofing at the Southside Sentinel office.

b. Tearsheets, when requested, will be provided to any advertiser via email at no charge. The fee for paper tearsheets and/or certificates of publication to be mailed through the postal system is \$6.00 per advertisement.

c. www.SSentinel.com includes selected items from the weekly paper and all of our classifieds and frequent updates when local breaking news happens. It is also the portal for subscribing to the replica e-Edition and archived copies of the Sentinel in pdf form. The e-Edition is available for \$30.00 per year and may be viewed on computers, tablets and smart phones. Online advertising is available. See page 11 for details.

6. SPECIAL SECTIONS

- January 30.....Front Line (Honoring first responders)
- February 27 Bay HealthStyles
- March 27 Windows on the Bay (Home & Garden)
- September 18..... Bay Heritage
- November 6.....Oyster Festival Preview
- December 18..... Holiday Greetings

Inquire about special interest pages during the year on subjects such as fishing, boating, festivals, graduation, etc. Most of these pages carry advertising at the regular retail advertising rate.

The Rivah Visitor's Guide

Publication dates for 2025 are:
 April 24, May 22, June 26, July 31, August 28,
 October 2, November 20

7. ROP DEPTH REQUIREMENTS

a. Standard page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 19 inches deep will be billed full column depth.

b. Tabloid page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 10 inches deep will be billed at full column depth.

8. COPY REGULATIONS

a. We reserve the right to insert the word "advertisement" in any ads, especially all-copy ads which may be mistaken for news articles.

b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs. The newspaper must be advised of errors no later than 2 days after the ad is published.

c. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.

d. \$60 per hour will be charged for any ad canceled after half or more has been produced and for substantial changes in proofs.

e. Every effort will be made to meet reasonable position requests. Priority is based on the quantity of space purchased. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.

f. Advertisements, articles or other materials copyrighted by the Southside Sentinel may not be reproduced in exact or substantially similar form without the written permission of the publisher of the Southside Sentinel.

9. CLOSING TIMES (Deadlines)

Closing time for display ads is 10 a.m. Tuesday. For ads requiring proofs, large ads or ads with difficult composition, the deadline is noon Monday. For issues in weeks with a holiday, deadlines are one working day earlier.

10. MECHANICAL MEASUREMENTS

a. Printing method: Offset. PDF, TIFF or JPEG files are preferred. Color or black-and-white art and photos can be used in ads.

b. Electronic submissions: The preferred method of receiving advertisements is the Portable Document Format (PDF) with all fonts embedded and photos downsampled to 200 dpi. Please call for more details. *To receive a copy of the detailed pre-press guidelines, contact an advertising representative.*

c. Standard ROP page size (6 columns): Size of printed area: 10.955 inches (wide) x 19.6 inches (deep).

Cols.	Inches Wide	Cols.	Inches Wide
1.....	1.7217"	4.....	7.2617"
2.....	3.5683"	5.....	9.1083"

3.....	5.415"	6.....	10.955"
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d. Double Truck (two facing pages across gutter): 22.91 inches wide x 19.6 inches deep. Billed as 13 columns wide.

e. Tabloid Size (special sections and The Rivah Visitor's Guide). Column sizes remain the same and there are 5 columns per page. Printed area: 9.1083 inches (wide) x 10.95 inches (deep).

11. SPECIAL CLASSIFICATIONS

a. Political Rate: Card rate as earned. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

b. Position Charges: Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests. *Priority is based on quantity of space purchased.*

c. Charity Rate: Civic clubs, churches, fire departments, public libraries and charitable groups consisting primarily of volunteers: \$9.00 per column inch.

d. Business Directory: \$9.00 per col. inch (8-week run); \$8.00 per col. inch (12-week run and over). The deadline for submission is 5 p.m. Friday.

e. Church Directory: Weekly listing of services and contact information. Up to 6 lines, \$4; up to 12 lines, \$6 per week.

12. CLASSIFIED RATES (net)

No refunds will be issued for classifieds ads.

a. Up to 25 words: First week \$8, each additional week \$7. 13 week special \$55. \$.32 per word for ads over 25 words.

b. Joint rate with Rappahannock Record, Kilmarnock (fees apply at each paper): Up to 25 words: First week \$7.50, each additional week \$6.50. 13 week special \$50. \$.30 per word for ads over 25 words.

c. Custom classifieds (those with centered or blank lines, special type styles), Legals, Notices, Resolutions, Memorials . . . \$1.50 per line (9 line minimum).

d. Classifieds placed under the following classifications are payable in advance: Personal, Card of Thanks, Moving/Yard Sales, In Memoriam, Work Wanted.

e. Classified deadline: Noon Tuesdays. Order online 24/7 at www.ssentinel.com or email orders to classifieds@ssentinel.com.

f. All classified advertisements are also included on our web site.

g. These add-ons are available: Photo \$20/week; Banner \$10/week; Bold \$1/word; Border \$10/week; Proof of Publication \$6/week; Highlight \$15/week; Underline \$1/word; Uppercase \$1/word.

13. CIRCULATION

The Southside Sentinel was established in 1896 and covers Middlesex County and the surrounding area in the Middle Peninsula of Virginia. Circulation: 3,625 every Thursday except the last week in December, when no paper is published. Cost: \$1.00 single copy.

Subscription prices: \$35 per year in the counties of Middlesex, King and Queen, Mathews, Gloucester, Essex and Lancaster. \$43 per year elsewhere. \$38 per year for part-time residents changing to a nonlocal address for more than three months. \$33 for students (mailed September through May). Add e-Edition access for \$1 per month. e-Edition & archives only, \$30 per year.

Sample Ad Sizes Southside Sentinel

per column inch rate: \$10
(Quantity discounts are available)

6 col. x 20"
Full Page
10.955" x 19.6"

\$1,230

4 col. x 8" 7.2617" X 8" \$328	2 col. x 8" 3.5683" x 8" \$164
6 col. x 10" Half Page 10.955" x 10" \$615	

Sample Ad Sizes Southside Sentinel

2 col. x 4"
3.5683" X 4"
\$82

3 col. x 8"
5.415" X 8"
\$246

5 col. x 6"
1/4 Page
9.1083" x 6"
\$307.50

1 col. x 3"
1.7217" X 3"
\$30.75

2 col. x 2"
3.5683" X 2"
\$41

2 col. x 10"
3.5683" X 10"
\$205

3 col. x 3"
5.415" X 3"
\$92.25

3 col. x 5"
5.415" X 5"
\$153.75

Expand your coverage

by advertising in both the Sentinel and the Rappahannock Record in Kilmarnock.



from Kilmarnock to Urbanna, from Deltaville to Reedville, Lancaster, Middlesex, Northumberland counties & beyond!

Our special
Combination Ad Rate
gives you an audience of over **6,711** readers* in the Southside Sentinel, Urbanna, and over **12,346** readers* in the Rappahannock Record, Kilmarnock.

PLUS: You save 13% when compared to open rates in each paper!

Sentinel: 804-758-2328

Ask for Gloria!

*National Newspaper Association survey





The Rivah Visitor's Guide

A free guide to the Northern Neck and Middle Peninsula—from the Potomac to the York Rivers.
The perfect marketing tool for any business serving tourists, weekenders, and locals.

2025 Publication Schedule

May:	on stands April 24	ad deadline April 11
June:	on stands May 22	ad deadline May 9
July:	on stands June 26	ad deadline June 13
August:	on stands July 31	ad deadline July 18
September:	on stands August 28	ad deadline August 15
Fall	on stands October 2	ad deadline September 19
Holiday	on stands November 20	ad deadline November 7



New in 2025:
Announcing an extra issue of the Rivah!
Now enjoy a seventh issue added to the Rivah season.

The Rivah Visitor's Guide serves Virginia's Chesapeake Bay region including Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond, and Westmoreland counties and beyond.

Each issue includes:

- Dining guide
- Restaurant reviews
- Community events calendar
- Attractions
- Museums and historic sites
- Arts and music
- Boating
- Fishing
- Golf
- Camping
- Lodging
- Family diversions
- Feature articles written by our team of award winning journalists

Your advertising message will be effectively targeted to a large number of readers.

- **up to 20,000** copies each month will be delivered to hundreds of newsstand locations and blue Rivah boxes! Including: Convenience stores, restaurants, gift shops, motels, supermarkets, marinas, etc.
- Readers can subscribe for free to view the **e-Edition** of our visitor's guide on computers, tablets and phones from our website: **RivahGuide.com**.

Locals, weekenders and visitors of all ages pick up The Rivah Visitor's Guide each month to enjoy our creative and informative feature articles and **keep it** as a comprehensive resource for dining, events, attractions and services in the region. Don't miss this opportunity to reach them!



Special discounts

The more you advertise, the more you save!
(10 column inch minimum)

- any two issues: \$19 per col. in.
- any three issues: \$18 per col. in.
- any four issues: \$17 per col. in.
- any five issues: \$16 per col. in.
- all six issues: \$15 per col. in.
- all seven issues: \$14 per col. in.



**More Rivah . . .
More Discounts!**

* Discounts and rates will be adjusted for ads that do not run in scheduled multiple issues.

* Pick-up rate: For your same ad to run within 30 days in the Southside Sentinel or Rappahannock Record: \$9 per col. in.



The Rivah Visitor's Guide 2025 Ad Sizes

per column inch rate: \$20

Custom ad design included

Full page
5 col. x 10.955

\$1095.50

3 col. x 5.2 \$312.00	2 col. x 5.2 \$208.00
1/2 page 5 col. x 5.2 \$520.00	

1 col. x 5.2 \$104.00	4 x full 4 col. x 10.64 \$851.20
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3 x full 3 col. x 10.64 \$638.40	2 x full 2 col. x 10.64 \$425.60
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2 col. x 2.5 \$100.00	3 col. x 2.5 \$150.00
Jr. page 4 col. x 7.875 \$630.00	

3 col. x 7.875 \$472.50	2 col. x 1.2 \$48.00
	2 col. x 2 \$80.00
	2 col. x 3.75 \$150.00
5 col. x 2.5 \$250.00	

Column Widths

One column: 1.7217
Two columns: 3.5683
Three columns: 5.415
Four columns: 7.2617
Five columns: 9.1083

Column Heights

10.64	3.75
7.875	2.5
5.2	1.2

Color Rates

up to 30" \$70
more than 30" \$100

Premium placement glossy advertising

Back page: Full page color/
glossy: \$1,630.50

Inside front page: Full page
color/glossy: \$1,425.50

Inside back page: Full page
color/glossy: \$1,310.50

Other glossy sizes may be available

2025 Supplements and Special Sections Deadlines



Front Line

A salute to community first responders

Jan. 17 Advertising deadline
Jan. 30 Publication date

Bay HealthStyles

Health and Wellness

February 14 Advertising deadline
February 27 Publication date



Windows On The Bay

Home and Garden

March 14 Advertising deadline
March 27 Publication date



Bay Heritage

People, places and traditions of the lower Northern Neck and Middle Peninsula

September 5 Advertising deadline
September 18 Publication date



Oyster Festival

Urbanna Oyster Festival Preview

October 24 Advertising deadline
November 6 Publication date



Christmas Greetings

Holiday Greetings and Letters to Santa

December 15 Advertising deadline
December 18 Publication date



Advertising opportunities on our website, **SSentinel.com**

Ad sizes and display options:

Leaderboard
728x100

Leaderboard Ad: \$300 per month

Appears on the home page and section index pages and is hard to miss at 728 pixels wide!

Medium Rectangle Ad: \$100 per month

Medium Rectangle
300x250

Appears on the home page and section index pages such as News, Sports, Community, Church, etc.

Pop-Up Ad: \$100 per week

Appears on the home page.



Discounts and important notes:

- Newspaper advertisers get online discounts.
- All advertisers should ask about combo rates.
- Prices include graphic design and layout.
- Ad samples shown here appear larger online.

SSentinel.com

We mean business.

Other digital advertising opportunities are available for

RivahGuide.com and RRecord.com

View The Rivah Visitor's Guide and Rappahannock Record media kits or contact an advertising representative for options and prices.

Front Page Sticky Notes:

MIDDLESEX HIGH SCHOOL CHARGER FOOTBALL PREVIEW INSIDE THIS WEEK!

On the Rivah
The Boys & Girls Club
 Saturday, April 26 5:30 to 9:30 p.m.
 Ticket includes food, drink, and \$10,000 in Casino chips
Reservations required
 Please reserve early
 804-435-9696 or www.bgcvm.com
 or at Club administrative office
 517 North Main Street, Kilmarnock

Supervisor questions sewer work information
 by Tom Chilton
 Harfield District Supervisor Bill Harris had several questions about the plan for low sewer cost deployment in Deltaville and the area those questions during Middlesex County supervisors' Aug. 27 work session. "The work is being pulled over our eyes," said Bill Harris. "It's more than 30 years with the Justice City Service Authority for sewer and water utilities, including mechanical and electrical fields. He was chosen by the board in December 2012 to replace Alan Koenig, who moved from the Harfield District and could not remain on the board."
 Harris said that the project would be completed by the end of 2024, given to the board on Aug. 6, 2024. The county has partnered with Hampton Roads Sanitation District (HRSD) to install sewer in areas of Middlesex County. HRSD will only operate a "wastewater" collection system, which is operated by a private contractor. Harris said that the project would reduce the low pressure sewer system would be installed in the county instead of a gravity sewer system. He was chosen by the board in December 2012 to replace Alan Koenig, who moved from the Harfield District and could not remain on the board.
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MC officials unsure when Broad Creek will receive dredging
 Application complete; now being reviewed by various agencies
 by Larry Chowning
 The Middlesex County Board of Supervisors (MCBS) learned at its Aug. 15 meeting that an application for dredging of Broad Creek in Deltaville is complete and is being reviewed by all required agencies. County Administrator Matt Walker said at that meeting that the board will see "as to how long it will take for the agencies to respond, which will determine how long it will take to start work on the project."
 Walker said that the board will see "as to how long it will take for the agencies to respond, which will determine how long it will take to start work on the project."
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Belle Isle State Park
 LISTEN TO LIVE MUSIC • PICNIC
 CANOE • KAYAK • BOAT
 FISH • HIKE • BIKE • CAMP • BOAT
 I LOVE Virginia State Parks
 Your home for summer fun!
 www.virginiastateparks.gov

Casino Night on the Rivah
The Boys & Girls Club
 Saturday, April 26 5:30 to 9:30 p.m.
\$60 per person
 Ticket includes food, drink, and \$10,000 in Casino chips
Reservations required
Please reserve early
 804-435-9696 or www.bgcvm.com
 or at Club administrative office
 517 North Main Street, Kilmarnock

How's your mom really doing?
 Remember, Commonwealth Senior Living is always here.
 804-581-8761
 ASSISTED LIVING + MEMORY CARE
 www.CommonwealthSL.com
 SEE OUR AD INSIDE!

Contact your ad rep for pricing and other details about banners and sticky notes.
 804-758-2328

Front Page or Section Front Banner:

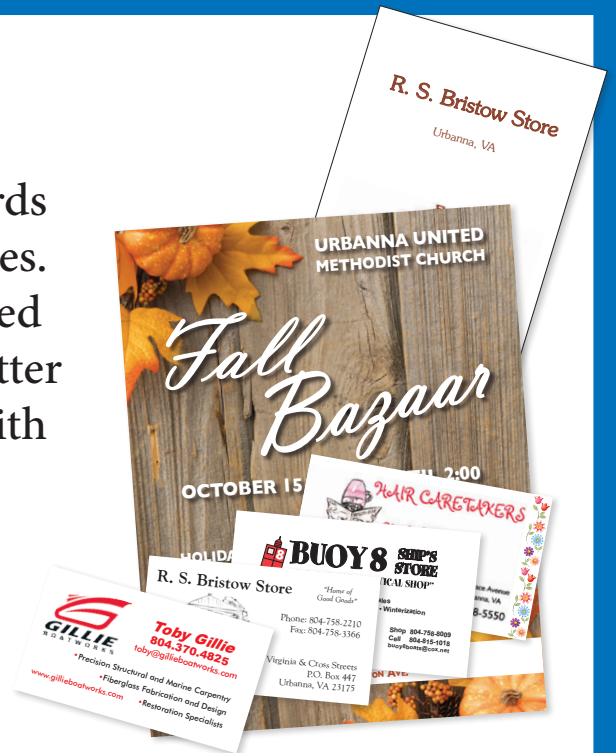
We go Beyond Banking
 because helping a business grow helps the community thrive

chesebank.com
 Member FDIC

CAN I HAVE YOUR CARD?

It's no secret that nice-looking business cards are still one of the best ways to increase sales. Around 10 billion business cards are printed every year in the USA alone. We can do better than that. Flyers, brochures, posters. All with competitive pricing.

Call Joe for more info!
804-758-2328 ext 108



SEE ANY PHOTOS YOU LIKE?

The Southside Sentinel can sell photographs that were taken by our photographers for \$14.95 each.

When you purchase a photo, you'll get a print version and a digital version. The image is yours (for personal use only, non-commercial and non-profit use).

Go to www.ssentinel.com/contact-us/purchase-sentinel-photos/ to get started!

Give us a call!

804-758-2328

Production Manager
Joe Gaskins ext 108
jgaskins@s sentinel.com

We Cover The Rivah Front!



Contact our advertising department today!

804-758-2328
gloria@s sentinel.com