

## TO ADVERTISE

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## CONTACT US

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## WEEKLY EMAIL NEWSLETTER



weekly post brief

SCAN TO  
SUBSCRIBE



The Northern Sentry is a commercial enterprise newspaper published by Bolton Advertising Group LLC. for the Minot Air Force Base and is distributed free to military and civilian personnel on Minot AFB.

The Publisher reserves the right to reject any advertisement. Publisher will not be liable for omission of any advertisement. In the event of typographical error which results in goods being advertised at less than proper price, Northern Sentry will furnish a published correction stating the correct price.

July 2023 **RATE CARD**

# northern sentry

**MINOT AIR FORCE BASE NEWSPAPER**

**WWW.NORTHERNSENTRY.COM**

**Your Weekly Connection to  
7000 Military & Civilian Workers  
on Minot AFB.**

Northern Sentry is the authorized community newspaper for Minot Air Force Base. Editorial content is produced, or approved by Minot AFB Public Affairs office. It is printed Thursday mornings and hand delivered free of charge on Fridays to each Base housing unite, as well as racks located at most work sites and high traffic base locations. Papers are also available at select locations in Minot & Ruthville, ND.

**Total Circulation 4,500**  
**Advertising Deadline: 12:00 PM Tuesdays for Friday Publication**

**Published Weekly, Distributed Fridays to**  
**Minot Air Force Base, Minot and Ruthville**

## RATES

*All Rates are Net to the Northern Sentry*

Frequency-Size	OPEN RATE 1-3 Issues	MONTHLY RATE 4-11 Issues 10% Discount	3 MONTHS PLUS 12-24 Issues 20% Discount	6 MONTHS PLUS 24+ Issues 30% Discount
<b>Full Color Rate per Col Inch</b>	<b>\$15.00</b>	<b>\$13.50</b>	<b>\$12.00</b>	<b>\$10.50</b>
B/W Rate per Col Inch	\$12.00	\$10.80	\$9.60	\$8.40
Full Page 77.5 Col Inches 10"Wx15.5"T	<b>\$1162.50</b> \$930.00 B/W	<b>\$1046.25</b> \$837.00 B/W	<b>\$930.00</b> \$744.00 B/W	<b>\$813.75</b> \$651.00 B/W
3/5th Page 46.5 Col Inches 6"Wx15.5"T	<b>\$697.50</b> \$558.00 B/W	<b>\$627.75</b> \$502.20 B/W	<b>\$558.00</b> \$446.40 B/W	<b>\$448.25</b> \$390.06 B/W
Half Page 38.75 Col Inches 10"Wx.7.75"T	<b>\$581.25</b> \$465.00 B/W	<b>\$523.12</b> \$418.50 B/W	<b>\$465.00</b> \$372.00 B/W	<b>\$406.88</b> \$325.50 B/W
1/4 Page 18 Col Inches Square 6"Wx6" Skinny 4"Wx9"	<b>\$270.00</b> \$216.00 B/W	<b>\$243.00</b> \$194.40 B/W	<b>\$216.00</b> \$172.80 B/W	<b>\$189.00</b> \$151.20 B/W

## BANNER ADS

10 Col Inches  
10"Wx2"T

**Front Page**  
\$550.00  
(When Available)

**What's Going On**  
\$250.00  
(When Available)

## CLASSIFIED WORD ADS

Book your  
classified word  
ad online



## STATIC ADS

**Classified Display**  
B/W  
\$8.00/col inch

**Business Directory**  
B/W  
\$8.00/col inch

**Church Directory**  
B/W  
\$9 per 2"x2" space

Runs Weekly  
3 Month Commitment  
Billed at the end of  
each month

## PRE-PRINTS / INSERTS

*No Zoning available.*

Up to 4 page tab  
\$.09 ea  
4500 circ. x \$.09 =  
\$405

\$.02 cents per insert  
will be charged for inserts  
that require folding.  
Inserts should be no  
larger than 9"x11.5"

Inserts should be shipped or  
delivered to: 91 N. Main St.  
Garrison, ND 58540  
Arrival due no later than the  
Monday preceding the  
date of insertion.

## SPECIFICATIONS

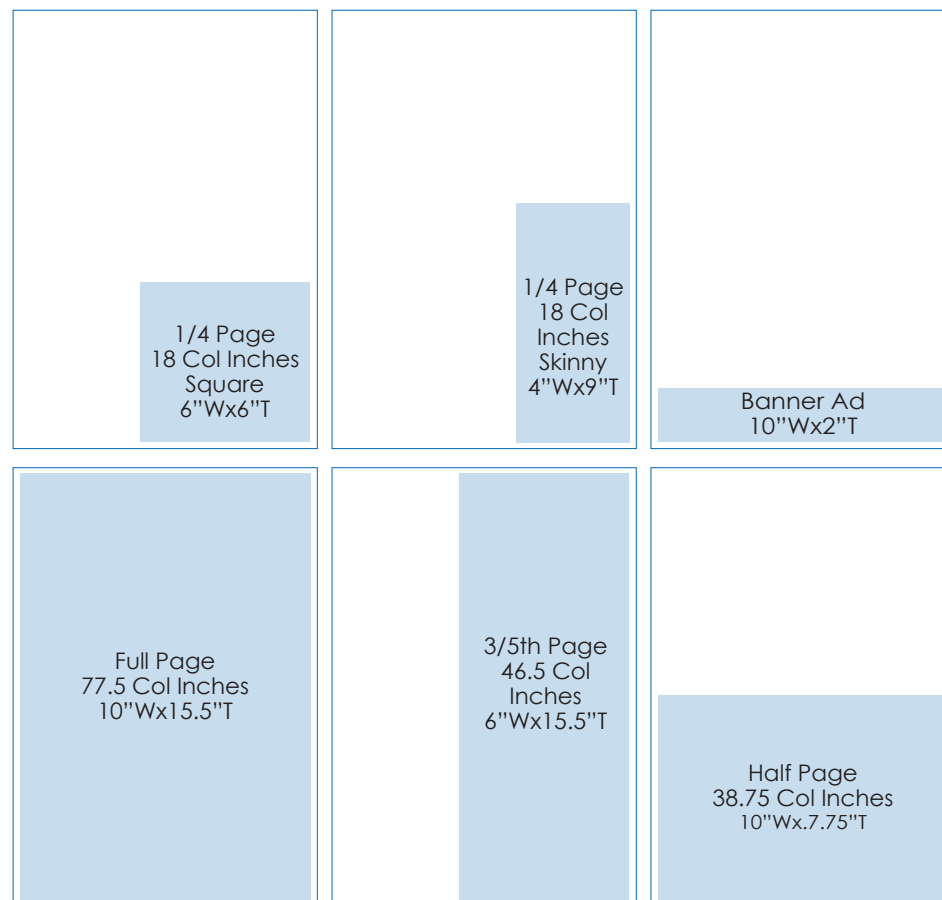
### Advertising Requirements

Printed offset, Goss SC Press  
Page size: 10"wide by 16" tall  
Column width: 5 - 2" columns  
Page Ad Size: 10"wide by 15.5" tall

### Camera Ready Ads

Resolution: 300 dpi  
Format: PDF or Jpeg  
Fonts & Layers Rasterized and Flattened

## AD SIZES AT A GLANCE



## ONLINE ADVERTISING

Ask us about online advertising opportunities!