

TO ADVERTISE

Rod Wilson

Business Development/Marketing
sentrysales@srt.com
701.839.0946

Ted Bolton

Publisher/Sales
bagroup@srt.com
Cell: 701.240.5039 (Text or Call)

CONTACT US

Bolton Advertising Group LLC
109 Main St. South, Minot ND
701.839.0946
www.northernsentry.com



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.

2024 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
Full Color Rate per Col Inch	\$15.00	\$13.50	\$12.00	\$10.50
B/W Rate per Col Inch	\$12.00	\$10.80	\$9.60	\$8.40
Full Page 77.5 Col Inches 10"Wx15.5"T	\$1162.50 \$930.00 B/W	\$1046.25 \$837.00 B/W	\$930.00 \$744.00 B/W	\$813.75 \$651.00 B/W
3/5th Page 46.5 Col Inches 6"Wx15.5"T	\$697.50 \$558.00 B/W	\$627.75 \$502.20 B/W	\$558.00 \$446.40 B/W	\$448.25 \$390.06 B/W
Half Page 38.75 Col Inches 10"Wx.7.75"T	\$581.25 \$465.00 B/W	\$523.12 \$418.50 B/W	\$465.00 \$372.00 B/W	\$406.88 \$325.50 B/W
1/4 Page 18 Col Inches Square 6"Wx6" Skinny 4"Wx9"	\$270.00 \$216.00 B/W	\$243.00 \$194.40 B/W	\$216.00 \$172.80 B/W	\$189.00 \$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

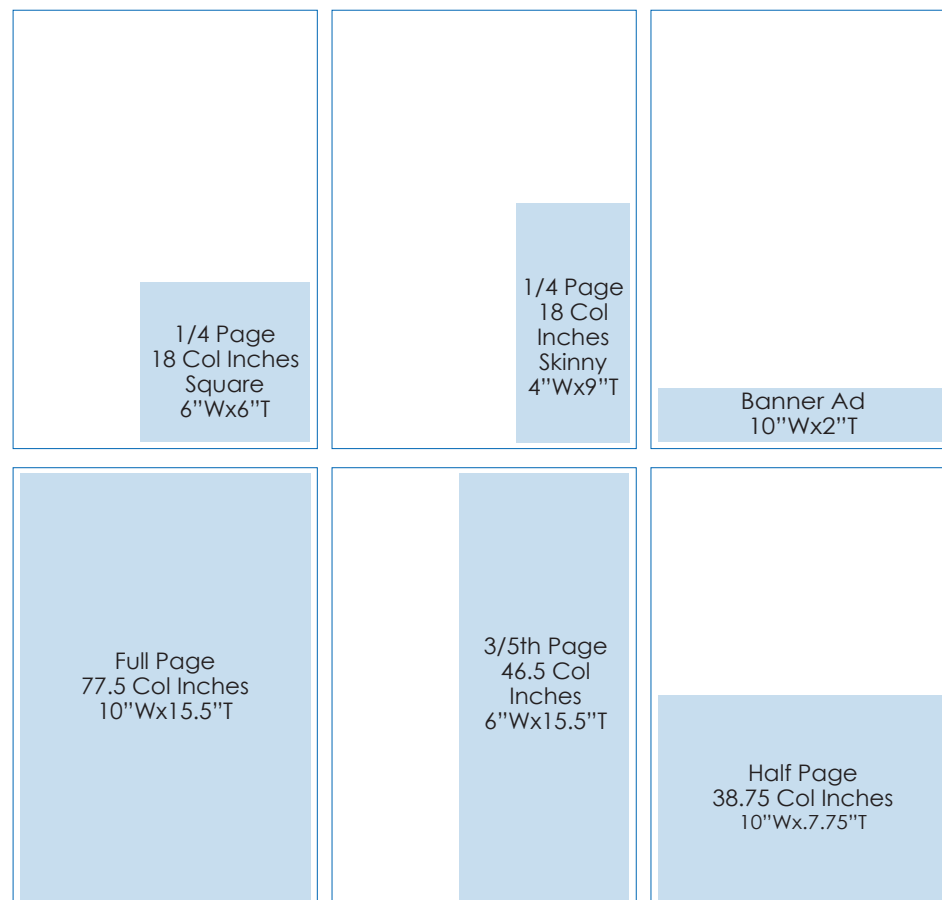
Advertising Requirements

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!