

## WEBSITE



## ADVERTISING RATES

BANNER ROTATOR  
1250px x 250px **\$300.00 per week**

SQUARE ROTATOR  
400px x 300px **\$200.00 per week**

WWW.**NORTHERNSENTRY**.COM

## E-MAIL NEWSLETTER



### Minot's Hidden Foodie Gem: Vardon's Chophouse

Vardon's Chophouse, nestled in the Vardon Golf Club, is a hidden gem for military families in Minot, offering a seasonal fine dining experience from November to March. With a diverse menu and themed Couples Nights featuring multi-course meals and drink pairings, Vardon's provides not just exceptional food but an immersive culinary adventure.

STATIC AD  
**LIMITED  
SPACES!**

LINKS TO  
YOUR  
WEBSITE!

## ADVERTISING RATES

360px x 144px **\$250.00 per week**

**SENT TO INBOXES EVERY FRIDAY!**

# RATE CARD

# northern sentry

**MINOT AIR FORCE BASE NEWSPAPER**

WWW.**NORTHERNSENTRY**.COM

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

## CONTACT US

**Rod Wilson**

Business Development Marketing  
sentrystales@srt.com  
701.839.0946

**Ted Bolton**

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

**Bolton Advertising Group LLC**

109 Main St. South, Minot ND • 701.240.5039  
www.northernsentry.com

**FOLLOW US!**



**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.

"We started reading the paper online, 2 months before we arrived in Minot! It helped us learn about the base culture as well as familiarizing us with the local community. Now we look forward to it on our door step every week."

**-Active Duty Col**

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.

## 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"Wx7.75"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	<b>Front Page</b> \$550.00 (When Available)	<b>What's Going On</b> \$250.00 (When Available)
---------------------------	---	--

## CLASSIFIED WORD ADS

Book your  
classified word  
ad online



## STATIC ADS

<b>Classified Display</b> B/W \$8.00/col inch	<b>Business Directory</b> B/W \$8.00/col inch	<b>Church Directory</b> 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  
10.5 cent each  
  
4500 circ. x \$.105 =  
\$472.50

\$.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:  
**NorDak North Publications**  
**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

<b>1/4 Page Square \$270.00</b>  18 Col Inches 6"Wx6"T	<b>1/4 Page Skinny \$270.00</b>  18 Col Inches 4"Wx9"T	<b>Banner Ad</b>  <b>What's Going On</b> \$250.00  <b>Front Page</b> \$550.00  10"Wx2"T
<b>Full Page \$1162.50</b>  77.5 Col Inches 10"Wx15.5"T	<b>3/5th Page \$697.50</b>  46.5 Col Inches 6"Wx15.5"T	<b>Half Page \$581.25</b>  38.75 Col Inches 10"Wx7.75"T

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.