

northern sentry

MINOT AIR FORCE BASE NEWSPAPER | WWW.NORTHERNSENTRY.COM

Rates Effective March 25, 2011

ADVERTISING RATES

Your Advertising

Will Hit The Target!

The NORTHERN SENTRY is the publication for the Minot Air Force Base.

We print weekly on Thursdays and distribute free of charge to all Base housing and offices on Friday morning. We also have several drop sites around the city of Minot and surrounding communities where the paper can be picked up.

Our current total circulation is 6,000.

Get more for your advertising dollar by putting your ads in a buyer's market.

Display Rates

	per col. inch
Weekly Total 0 to 9	\$8.40
Weekly Total 10 to 15	\$8.00
Weekly Total 16 to 29	\$7.75
Weekly Total 30 to 60	\$7.50
Weekly Total 61 and up	\$7.10

Color Rates

Spot Color is charged at \$1 per inch per add'l color.
Full Color available for \$3 per inch.

Advertising Requirements

Printed offset, Page size: 5 Columns by 16 inches. Column width: 11-1/2 picas (2").

Advertising Deadline

Noon Tuesdays for Friday Publication

Publication Data

Published weekly. Printed on Thursdays with Friday dateline. Distributed on Friday

The NORTHERN SENTRY Is The ONLY Paper That Covers The Minot Air Force Base 100%!

NORTHERN SENTRY Advertising Office

PO Box 2183 • 15 1st Ave SE

Minot, ND 58702 • email: nsads@srt.com

Phone: (701) 839-0946 Fax: (701) 839-1867

Business & Professional Directory

Display ads run every week, billed out at the end of each month. \$6.00 per inch per week with 3 month commitment. Word ads are \$8.00 the first week and \$3.50 each week after that, billed out at the end of each month.

Dining & Entertainment

2x4" Ad
Every Week \$56.00
Twice a month \$60.00
Once a month \$65.00
With 3 month commitment, pay for 3 months get 4th month FREE.

Church Directory Rate \$7.00 per week, billed monthly.

Preprints/Inserts

Full circulation rates, 6,000 copies

	Per Thousand
Up to 4 page tab.....	\$45.00
8 page.....	\$49.00
12 page.....	\$52.00
16 page.....	\$55.00
20 page.....	\$58.00
24 page.....	\$61.50
28 page.....	\$65.00
32 page.....	\$68.00

Classified Rates

40 Words or less

First Week..... \$8.00
Each Additional Week..... \$3.50
10¢ a word over 40.

Deadline for classified ads is Tuesday Noon by email or dropped off at downtown Advertising office, 15 1st Ave. SE, Minot.

**Our newspaper is available online in it's entirety every week.
Check us out at: www.northernentry.com**

General Information

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, BHG will furnish letters for the store stating correct price. Goods may not be sold at wrong price printed in advertisement and the difference charged to this newspaper. Notice of typographical errors must be given in time for correction before the second insertion, otherwise no claim will be allowed. Print media services available at no additional charge.

NORTHERN SENTRY

The NORTHERN SENTRY is a commercial enterprise newspaper printed by BHG Inc, for the Minot Air Force Base and is distributed free to military and civilian personnel on the base, located 12 miles north of Minot, North Dakota as well as the surrounding communities. Circulation: 6,000.



BHG, Inc. a family of family newspapers serving Beulah, Hazen, Garrison, Washburn, Underwood, Center, New Town, Parshall, Turtle Lake, McClusky & Velva.

To Advertise in
The NORTHERN SENTRY
or any of our other
newspapers,
Call us at: 701-839-0946
or Fax to: 701-839-1867
email: nsads@srt.com