

Advertising Rates

Rate Card No. 108 Effective January 2021

Display Ad Rates

Open Rate\$13⁰⁰ per column inch

Monthly Discounts

Over 20 inches 10% discount
Over 60 inches..... 15% discount
(All display ads subject to 7% city sales tax)

Advertising Agency Ad Rates:

\$13⁰⁰ per column inch, with 15% discount to established agencies. Ads subject to 7% city sales tax on net. Price quotes available on request for discounted annual contract rates.

Advertising Agency Material Specifications:

Advertising material can be emailed in QuarkXPress, TIFF, EPS, Word or PDF formats. Our email address is wrgsent@gmail.com.

Frequency: Published every Thursday.

Paid circulation:

750 covering Wrangell and engaged readers.

Classified Ad Rates:

\$12⁰⁰ for up to 15 words. 40¢ for each additional word. 7% city sales tax additional.

Classified Display Ad Rates:

\$14⁰⁰ per col. inch. 7% city sales tax additional. Monthly discounts apply.

Political Ad Rates:

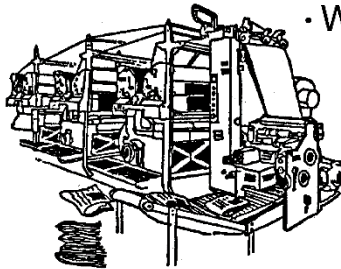
\$13⁰⁰ per column inch, payment in advance. All political ads must include the name and address of the person or organization that pays for the ad.

Legal Ad Rates:

\$2⁷⁵ per line for first publication and \$2⁰⁰ per line for subsequent publications. Legal display rate is \$14⁰⁰ per column inch. No fee for publication affidavits.

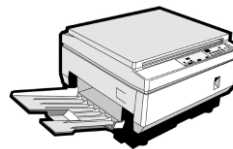
We can print:

- Inserts & circulars
- Web offset printing for newspapers, magazines and catalogs
- Rubber stamps & notary seals



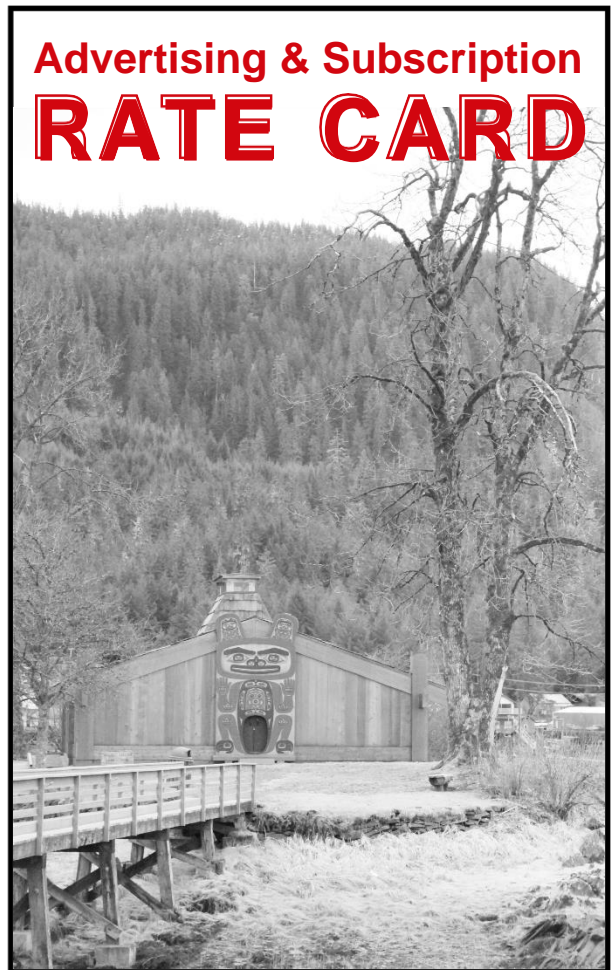
- Business forms printing
- Letterheads & envelopes
- Business cards

- Direct mail flyers
- Stickers & labels
- Posters • Buttons



- Creative graphic design
- Typesetting & photography

- Full-color flyers & postcards
- Note pads
- Wedding announcements



Clan house on Chief Shakes Island



WRANGELL SENTINEL

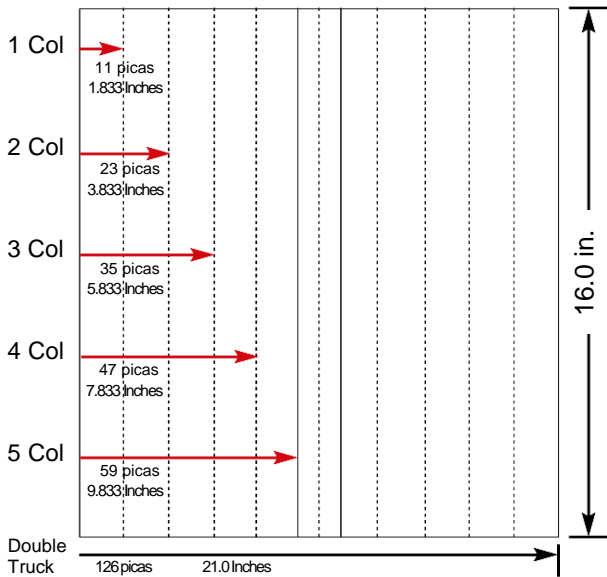
Alaska's oldest continuously published newspaper

(907) 874-2301

205 Front St. • P.O. Box 798
Wrangell, AK 99929

wrgsent@gmail.com

www.wrangellsentinel.com



Format: Tabloid. Columns are 1.833 inches wide. Pages are 5 columns wide with 1 pica (1/16") space between columns. Pages are 16" deep.

Color: Spot color and process color are available.

PMS Spot Color (Customer's Choice) \$150⁰⁰

Process Color \$300⁰⁰

Deadline: Monday 5 p.m. for Thursday distribution.

Insert Rates: \$260⁰⁰ flat fee plus 7% city sales tax for inserts 12 pages or less. All inserts are non-commissionable. Inserts must measure 8-1/2" x 11-3/8" or less in size. Political inserts must be paid in advance.

Transient Ads: Cash with ad copy (in advance). Rate of \$13⁰⁰ per column inch.

CHARGES FOR COMMON AD SIZES RATES FOR ONE PUBLICATION

Centerspread.	160"	\$2,080 ⁰⁰
Full page.	80"	\$1,040 ⁰⁰
Half page.	40"	\$520 ⁰⁰
Quarter page.	20"	\$260 ⁰⁰

(DISCOUNTS MAY APPLY TO ABOVE RATES)

ONLINE AD RATES

260x90 pts. for banner ad (small horizontal).....	\$125 ⁰⁰ /wk
728x90 pts. for banner ad (large horizontal).....	\$135 ⁰⁰ /wk
300x250 pts. for a box ad.....	\$113 ⁰⁰ /wk



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Larry Persily

Publisher

P.O. Box 798 • 205 Front St.

Wrangell, Alaska 99929

Phone: (907) 874-2301 • Fax: (907) 874-2303

Email: wrgsent@gmail.com

Website: wrangellsentinel.com

Single copy	\$1.50
2nd class subscription — Wrangell	\$46
2nd class Alaska subscription outside Wrangell	\$62
2nd class to Lower 48 and Hawaii	\$70
First class mail	\$102

Annual subscriptions are non-refundable

Online access provided to all subscribers

Special editions:

- Wrangell Visitors Guide (at least 7,000 printed and available online), published in April.
- Christmas Edition is published on Thursday before Christmas.
- Monthly Business Directory ads \$45 each.
- Sponsorship ads for special community events; call or email for details.

Posters created from published ad: \$10 charge plus 15 cents per copy black and white, 80 cents per copy for color; slightly more for larger sizes or heavier cardstock.

The Sentinel reserves the right to charge an additional 20% fee for all advertising requiring heavy composition. Earlier deadlines of one day required. Special-position requests, when accepted, will be surcharged 25%.

The Wrangell Sentinel does not endorse, promote or encourage the purchase or sale of any product or service advertised in this newspaper. Advertisements are the sole responsibility of the advertiser.

The Wrangell Sentinel hereby disclaims all liability for any damage suffered as a result of any advertisement in this newspaper. The Wrangell Sentinel isn't responsible for any claims or representations made in advertisements in this newspaper. The Wrangell Sentinel reserves the right to refuse any advertising.

The advertiser and/or advertising agency agrees to defend and indemnify the Wrangell Sentinel against any and all liability, loss or expenses arising from all claims, including but not limited to libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's statement.

Wrangell Sentinel History

The Wrangell Sentinel — Alaska's longest continuously published newspaper — marked its 118th anniversary on Nov. 20, 2020.

The paper, which was originally named the Alaska Sentinel, was started by A. V. R. Snyder on Nov. 20, 1902.

A dozen owners over the past 100 years have seen the paper through the Depression, the Klondike Gold Rush, and the downturn in the timber industry and two fires.

One fire in 1906 wiped out the 31 buildings comprising most of Wrangell's business district, including the Sentinel offices.

While most of the Sentinel's stock and equipment were destroyed in the fire, the publisher was able to salvage enough printing equipment to print its weekly edition on butcher paper and red butcher ink.

Past publishers have included former president of Alaska Airlines Charles Willis; former Ketchikan Daily News, Sitka Sentinel and Petersburg Press Publishers Dorothy and Lew Williams Jr.; and their son Lew Williams Sr. and his wife Winifred.



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