

# Advertising Rates

Rate Card No. 113 Effective Jan. 1, 2023

## Display advertising rates

Open rate ..... \$14 per column inch

## Monthly retail merchant discounts

Over 20 inches in a month ..... 10% discount

Over 60 inches..... 15% discount

Weekly ad, regardless of size .... 10% discount  
(discounts applied on monthly basis)

All display ads subject to 7% borough sales tax

## Local community nonprofits

20% discount for Wrangell-based nonprofits that are dependent on fundraising and donors.

## Advertising agency ad rates:

\$14 per column inch, with 15% discount to established agencies. Ads subject to 7% borough sales tax on net.

## Ad agency material specifications:

Ad material can be emailed in Adobe InDesign, TIFF, EPS, Word or PDF formats.

**Frequency:** Published every Wednesday.

## Ad copy deadline:

- Noon Friday for ads that require production.
- 10 a.m. Monday for ads that are fully "camera-ready" and require no production.

## Classified ad rates:

Free to individuals and nonprofits; for others \$12 up to 20 words; 40¢ each additional word.

## Political ad rates:

\$14 per column inch, payment in advance. All political ads must include name and address of the person or organization paying for the ad.

## Public notice ad rates:

\$2.90 per column-line for first publication  
\$2.10 per column-line for subsequent publications. No fee for publication affidavits.

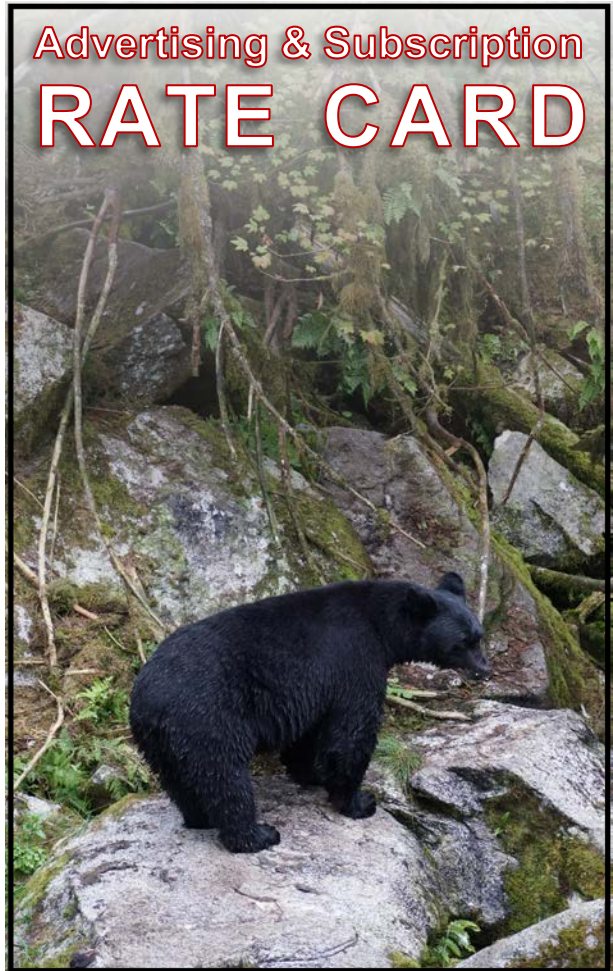
## Paid circulation:

We have almost 700 engaged readers in Wrangell and around the state.

## Obituaries:

The Sentinel does not charge for obituaries that do not exceed 400 words. The family can submit the obituary, which the Sentinel will assist by editing, or the family can submit the information and Sentinel staff will write the obituary. No charge for a photograph with the notice. The Sentinel will charge for notices longer than 400 words, with the rate dependent on the length and the format requested by the family.

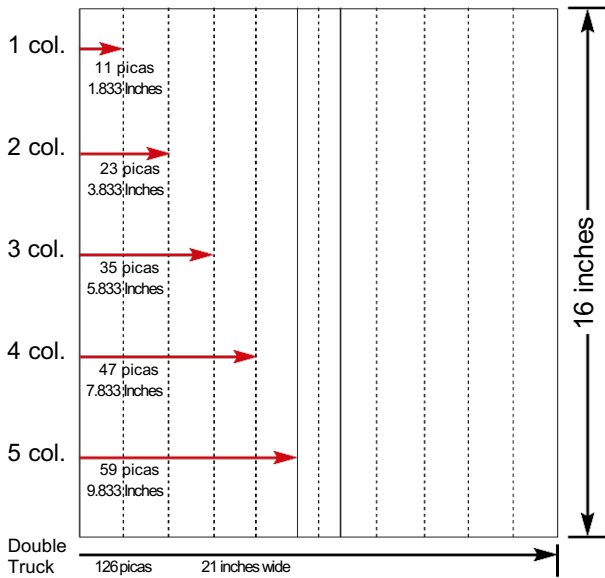
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The Sentinel reserves the right to charge an additional 20% fee for all advertising requiring heavy composition. Earlier deadlines of one day required.



Bears visit Anan Creek to feast on salmon in summer.

  
**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



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

**Color:** Spot color and full color available for ads.

**Spot color** (customer's choice) ..... \$150  
**Full color** ..... \$300

**Insert rates:** \$275 flat fee +7% borough sales tax for inserts 12 pages or less. Ask about other rates. 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.

**CHARGES FOR LARGE AD SIZES**

Full page. .... 80" ..... \$1,120  
 Half page. .... 40" ..... \$560  
 Quarter page. .... 20" ..... \$280

(VOLUME DISCOUNTS AVAILABLE)

**ONLINE AD RATES**

260x90 pts. for banner ad (small horizontal) ..... \$150/week  
 728x90 pts. for banner ad (large horizontal) ..... \$160/week  
 300x250 pts. for a box ad ..... \$135/week



**WRANGELL SENTINEL**  
 Published by Good Journalism LLC  
 Larry Persily, owner  
 P.O. Box 798 • 205 Front St.  
 Wrangell, Alaska 99929  
**Phone: (907) 874-2301**  
**Email: wrgsent@gmail.com**  
**Website: wrangellsentinel.com**

**Online access provided to all print subscribers**

Wrangell subscription	\$46
Out of town	\$70
First class mail	\$102
Online access only	\$40

**Annual subscriptions are non-refundable**

**Special editions:**

- Visitors Guide, published in May in full color on glossy stock and distributed free year-round in the community and Outside.
- Christmas Edition is published on the Wednesday before Christmas.
- Business Directory ads \$45 per month, and may be changed each month. The Business Directory is published the third week of every month.

The Sentinel reserves the right to refuse any advertising. The Sentinel does not endorse the purchase or sale of any product or service advertised in the newspaper. Advertisements are the sole responsibility of the advertiser. The Sentinel is not responsible for any claims or representations made in advertisements in this newspaper. The advertiser and/or ad agency agrees to indemnify and defend the Sentinel against all liability, loss or expenses arising from 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 advertisement.

**Wrangell Sentinel history**

The Wrangell Sentinel — Alaska's oldest continuously published newspaper — marked its 120th anniversary on Nov. 20, 2022.

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

A dozen owners over the past 120 years have seen the paper through the Klondike Gold Rush, the Depression, the downturn in the region's timber industry and two fires.

The 1906 fire wiped out most of Wrangell's business district, including the Sentinel office. 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 using red butcher ink.

The Sentinel has persevered through economic downturns and good times, and plans to be around for a long time.

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 Lew Williams Sr. and his wife Winifred.



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