

Advertising Rates

Rate Card No. 114 Effective Jan. 1, 2024

Display advertising rates

Open rate \$15 per column inch

Available discounts

Weekly ad, regardless of size 10% discount
(discount applied each month it is earned)

Ads promoting in-person retail sales10% off

Wrangell-based nonprofits dependent on fundraising and donors 20% discount

Advertising agency ad rates

\$15 per column inch, with 15% discount to established ad agencies.

All ads subject to 7% borough sales tax

Ad agency material specifications:

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

Full color available ... \$300 per ad insertion

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:

\$15 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:

- \$3 per column-line for first publication
- \$2.25 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.

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 every summer.



WRANGELL SENTINEL

Alaska's oldest continuously published newspaper

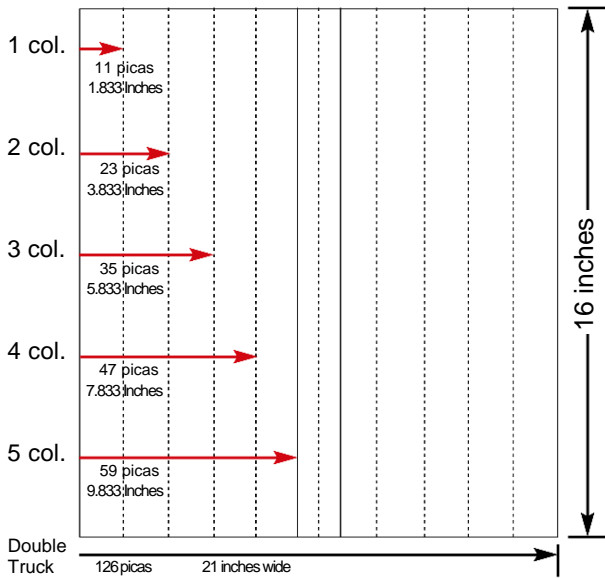
(907) 874-2301

205 Front St. • P.O. Box 798

Wrangell, AK 99929

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www.wrangellsentinel.com



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

Frequency: Published every Wednesday.

Inserts: \$275 for inserts 12 pages or less, plus 7% borough sales tax. Ask about other rates. All inserts are non-commissionable. Inserts must not exceed 8-1/2" x 11-3/8". Political inserts must be paid in advance.

CHARGES FOR LARGE AD SIZES

Full page. 80"	\$1,200
Half page. 40"	\$600
Quarter page. 20"	\$300

(VOLUME DISCOUNTS AVAILABLE)

ONLINE DISPLAY AD RATES

260x90 pts. for banner ad (small horizontal)	\$160/week
728x90 pts. for banner ad (large horizontal)	\$175/week
300x250 pts. for a box ad	\$145/week



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Online access provided to all print subscribers

In-town subscription	\$50
Out-of-town subscription	\$75
First class mail	\$110
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.
- Holiday Greetings 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 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 — was founded on Nov. 20, 1902. It was originally named the Alaska Sentinel.

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 downtimes 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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