

Advertising Rates

Rate Card No. 112 Effective Feb. 1, 2022

Display advertising rates

Open rate \$13 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% city sales tax

Local community nonprofits

15% discount for Wrangell-based nonprofits that are dependent on fundraising and donors.

Advertising agency ad rates:

\$13 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.

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:

\$12 up to 15 words; 40¢ each additional word.

Political ad rates:

\$13 per column inch, payment in advance. All political ads must include the name and address of the person or organization that is paying for the ad.

Public notice ad rates:

\$2.75 per column-line for first publication and \$2 per column-line for subsequent publications. No fee for publication affidavits.

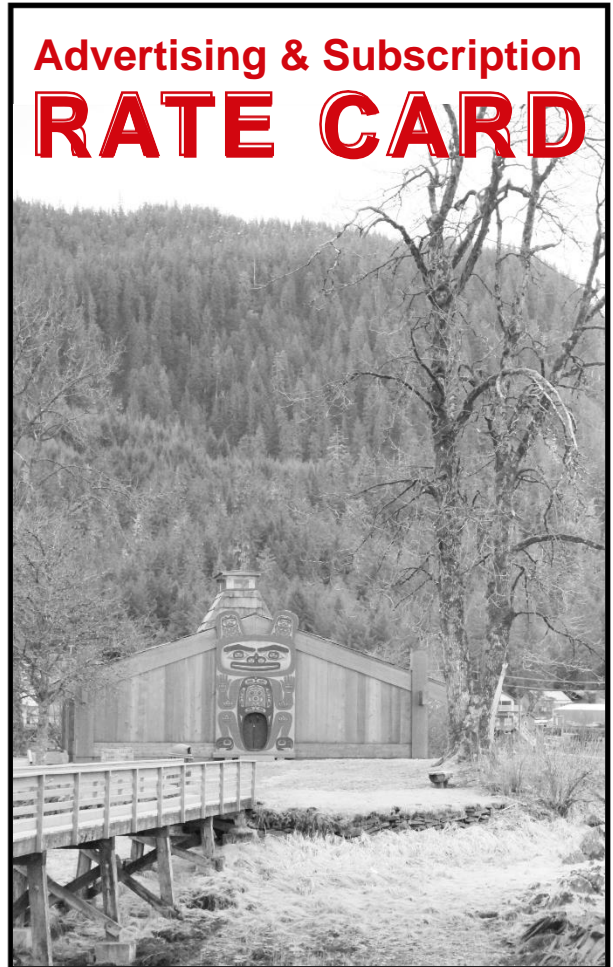
Paid circulation:

750 in Wrangell and other engaged readers 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. Special-position requests, when accepted, will be surcharged 10%.

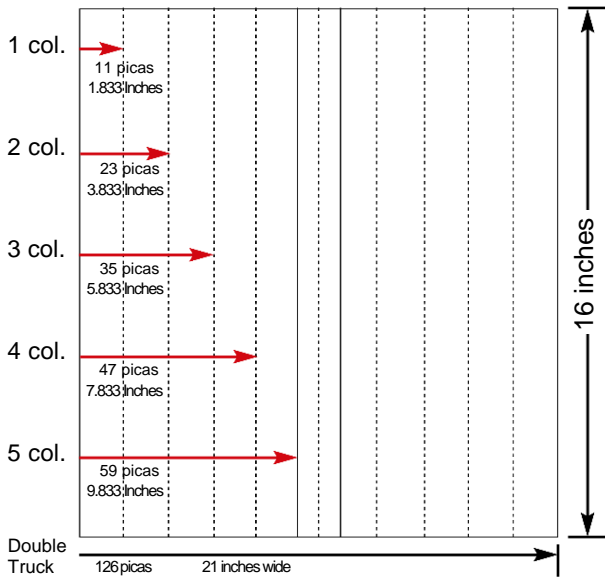


Clan house on Chief Shakes Island



WRANGELL SENTINEL
Alaska's oldest continuously published newspaper

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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 process color available.

Spot color (customer's choice) \$150
Process color\$300

Insert rates: \$260 flat fee +7% city 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.

PER-PUBLICATION CHARGES FOR COMMON LARGE AD SIZES

Full page. 80".....\$1,040
 Half page. 40"..... \$520
 Quarter page. 20"..... \$260

(VOLUME DISCOUNTS AVAILABLE)

ONLINE AD RATES

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



WRANGELL SENTINEL
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Online access provided to all print subscribers

Local subscription	\$46
Alaska subscription outside Wrangell	\$62
Lower 48 and Hawaii	\$70
First class mail	\$102
Online access only	\$40

Annual subscriptions are non-refundable

Special editions:

- Visitors Guide, published in April in full color on glossy stock and distributed free year-round in the community and Outside.
- Christmas Edition is published on the Thursday 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 119th anniversary on Nov. 20, 2021.

The paper, 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 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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