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TRIDENT

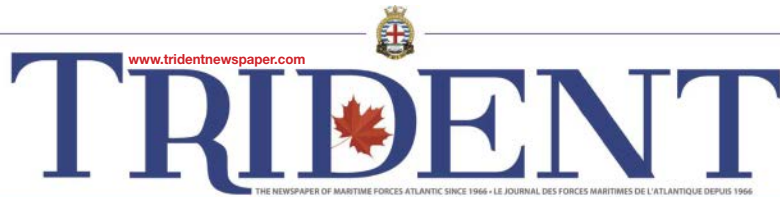
THE NEWSPAPER OF MARITIME FORCES ATLANTIC SINCE 1966 • LE JOURNAL DES FORCES MARITIMES DE L'ATLANTIQUE DEPUIS 1966



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Trident Publication Schedule 2018

January 8 - MFRC and 12 Wing Shearwater centenary special

January 22

February 5 - MFRC; Money Matters

February 19

March 5 - MFRC

March 19 - Posting Season special

April 2 - MFRC; Car Sales, used

April 16 - Spring Automotive Maintenance

April 30 - Battle of the Atlantic special

May 14 - MFRC; Spring Home & Garden

May 28

June 11 - MFRC and DND Family Days special

June 25

July 9 - MFRC

July 23

August 6 - MFRC

August 20 - Back to School special

September 4 - MFRC; Car Sales, new models & leftovers

September 17 - DEFSEC Atlantic

October 1 - MFRC; Fall Home Improvement

October 15 - Fall Automotive Maintenance

October 29 - Remembrance special

November 12 - MFRC

November 26 - Holiday Shopping special

December 10 - MFRC and Year End review

AD DIMENSIONS

(width x height)

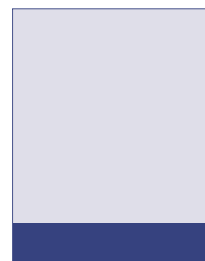
Half Banner

5.0417" x 2"
2 col x 28 lines



Banner

10.25" x 2"
4 col x 28 lines



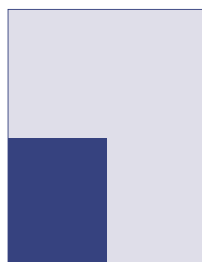
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2 col x 44 lines



1/4 page

5.0417" x 6.2857"
2 col x 88 lines



1/2 page

10.25" x 6.2857"
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Full Page

10.25" x 12.75"
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How are you targeting military members and their families?

- DND is Halifax's second largest employer.
- CFB Halifax is the largest military base in Canada.

Distribution

8,000 copies of Trident are distributed to CFB Halifax, Shearwater and surrounding venues and retailers. This includes:

- Royal Canadian Legion Branches in Nova Scotia
- Sobeys locations all across HRM
- Dartmouth Ferry Terminal • Hartlen Point Golf Club
- Maritime Museum of the Atlantic
- Northwood Seniors' Complex • And more . . .

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