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TRIDENT

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

ADVERTISING OPPORTUNITIES



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REACH MEMBERS OF NOVA SCOTIA'S MILITARY COMMUNITY - ADVERTISE WITH TRIDENT NEWSPAPER!

Trident is the newspaper of Maritime Forces Atlantic, covering the Royal Canadian Navy's Atlantic fleet and all other Canadian Armed Forces activity in Nova Scotia. In operation since 1966, Trident has become a trusted source of information for current and former members of the defence team and their families.

TridentNewspaper.com

- An online home for important updates and information from CFB Halifax
- 3,000 + visitors each month
- Fresh content published daily + Trident e-editions released bi-weekly

CANADIAN FORCES BASE HALIFAX

Regular Force Members: 6,593

Reserve Force Members: 2,743

DND Civilian Employees: 4,000

Spouses of Military Members: 4,854

Dependants of Military Members: 16,363


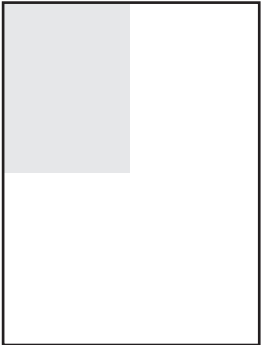

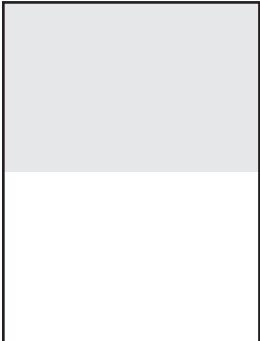
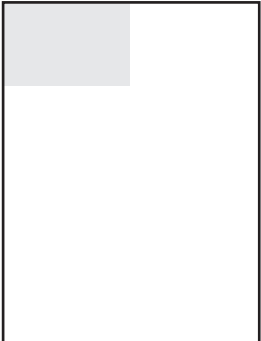
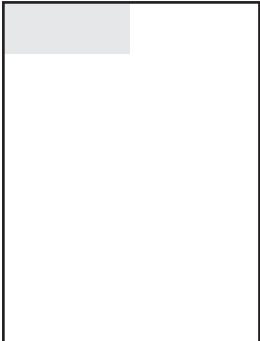
Retired Military Members & Family: 71,000 TOTAL: 105,553

PUBLICATION SCHEDULE 2021

Editorial Deadline	Advertising deadline	Publication deadline
5-Jan	8-Jan	11-Jan
19-Jan	22-Jan	25-Jan
2-Feb	5-Feb	8-Feb
16-Feb	19-Feb	22-Feb
2-Mar	5-Mar	8-Mar
16-Mar	19-Mar	22-Mar
30-Mar	Apr-2	5-Apr
13-Apr	16-Apr	19-Apr
27-Apr	30-Apr	3-May
11-May	14-May	17-May
25-May	28-May	31-May
8-Jun	11-Jun	14-Jun
22-Jun	25-Jun	28-Jun
6-Jul	9-Jul	12-Jul
20-Jul	23-Jul	26-Jul
3-Aug	6-Aug	9-Aug
17-Aug	20-Aug	23-Aug
31-Aug	3-Sep	6-Sep
14-Sep	17-Sep	20-Sep
28-Sep	1-Oct	4-Oct
12-Oct	15-Oct	18-Oct
26-Oct	29-Oct	1-Nov
9-Nov	12-Nov	15-Nov
23-Nov	26-Nov	29-Nov
7-Dec	10-Dec	13-Dec

AD PRICES:

E-EDITION ADVERTISEMENTS (1X, 2X OR 4X FREQUENCY)

	Full Page 10.25" x 12.75" 1x \$500 2x \$400 3x \$350		1/4 Page 5.0417" x 6.2857" 1x \$200 2x \$175 3x \$150		Banner 10.25" x 2" 1x \$300 2x \$250 3x \$225
	1/2 Page 10.25" x 6.2857" 1x \$300 2x \$250 3x \$225		1/8 Page 5.0417" x 3.1429" 1x \$150 2x \$125 3x \$100		1/2 Banner 5.0417" x 2" 1x \$75 2x \$60 3x \$40

DIGITAL WEBSITE ADVERTISEMENTS - MONTHLY RATES

Main Box 300 x 250px \$200	Secondary Box 300 x 250px \$175	Banner 3033 x 375px \$125
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ALL ADS ARE IN COLOUR

Artwork due by 10 a.m. on Friday prior to publication.

**** Please note The Trident does not advertise alcohol, tobacco, cannabis or gambling.**

Advertising inquiries:

Missy Sonier
902-721-6504
Missy.Sonier@forces.gc.ca

Peter McNeil
902-721-8553
Peter.McNeil@forces.gc.ca

Editorial inquiries:

Ryan Melanson
902-721-8662
Ryan.Melanson@psphalifax.ca



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