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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

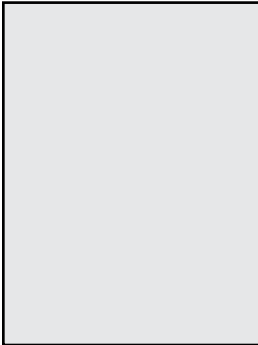
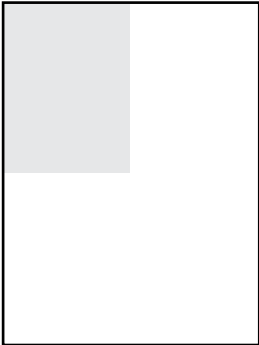
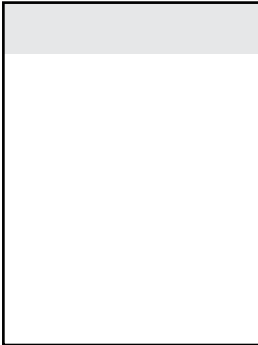
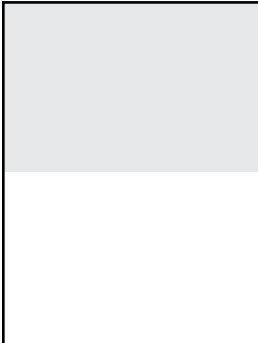
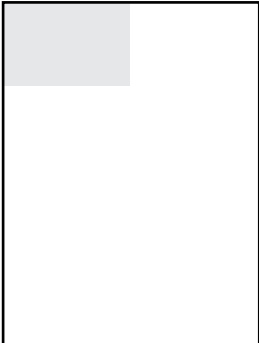

Retired Military Members & Family: 71,000 TOTAL: 105,553

PUBLICATION SCHEDULE 2022

Editorial Deadline	Advertising deadline	Publication deadline
5-Jan	5-Jan	10-Jan
19-Jan	19-Jan	24-Jan
2-Feb	2-Feb	7-Feb
16-Feb	16-Feb	21-Feb
2-Mar	2-Mar	7-Mar
16-Mar	16-Mar	21-Mar
30-Mar	30-Mar	4-Apr
13-Apr	13-Apr	18-Apr
27-Apr	27-Apr	2-May
11-May	11-May	16-May
25-May	25-May	30-May
8-Jun	8-Jun	13-Jun
22-Jun	22-Jun	27-Jun
6-Jul	6-Jul	11-Jul
20-Jul	20-Jul	25-Jul
3-Aug	3-Aug	8-Aug
17-Aug	17-Aug	22-Aug
31-Aug	31-Aug	5-Sep
14-Sep	14-Sep	19-Sep
28-Sep	28-Sep	3-Oct
12-Oct	12-Oct	17-Oct
26-Oct	26-Oct	31-Oct
9-Nov	9-Nov	14-Nov
23-Nov	23-Nov	28-Nov
7-Dec	7-Dec	12-Dec

AD PRICES:

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

	Full Page 10.38" x 12.5" 1x \$500 2x \$400 3x \$350		1/4 Page 5.1067" x 6.175" 1x \$200 2x \$175 3x \$150		Banner 10.38" x 2" 1x \$125 2x \$100 3x \$75
	1/2 Page 10.38" x 6.175" 1x \$300 2x \$250 3x \$225		1/8 Page 5.1067" x 3" 1x \$150 2x \$125 3x \$100		1/2 Banner 5.1067" 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	Homepage Banner 3033 x 375px \$125
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ALL ADS ARE IN COLOUR

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

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

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