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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
- 4,500 + visitors each month
- Fresh content published daily + Trident e-editions released bi-weekly
- Trident readership 54,000 annually

## 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


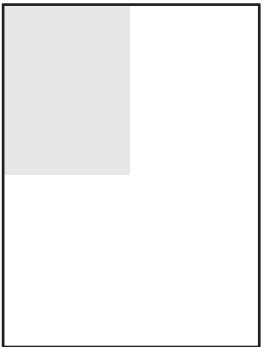
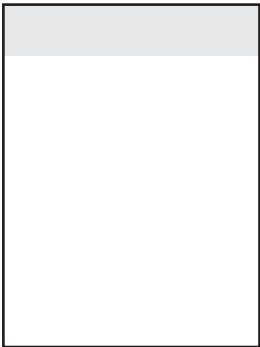

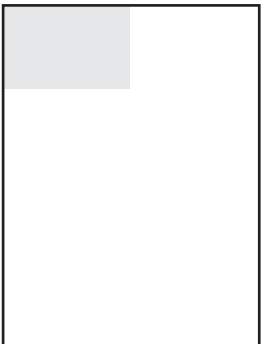
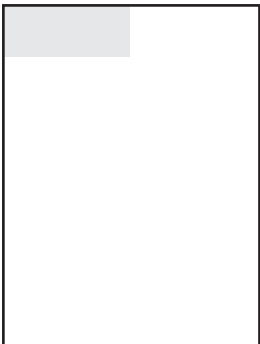
Retired Military Members & Family: 71,000 TOTAL: 105,553

## PUBLICATION SCHEDULE 2023

Advertising deadline	Publication deadline
4-Jan	9-Jan
18-Jan	23-Jan
1-Feb	6-Feb
15-Feb	20-Feb
1-Mar	6-Mar
15-Mar	20-Mar
29-Mar	3-Apr
12-Apr	17-Apr
26-Apr	1-May
10-May	15-May
24-May	29-May
7-Jun	12-Jun
21-Jun	26-Jun
5-Jul	10-Jul
19-Jul	24-Jul
2-Aug	7-Aug
16-Aug	21-Aug
30-Aug	4-Sep
13-Sep	18-Sep
27-Sep	2-Oct
11-Oct	16-Oct
25-Oct	30-Oct
8-Nov	13-Nov
22-Nov	27-Nov
6-Dec	11-Dec

## AD PRICES:

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

	<b>Full Page</b> 10.38" x 12.5" 1x \$500 2x \$400 3x \$350		<b>1/4 Page</b> 5.1067" x 6.175" 1x \$200 2x \$175 3x \$150		<b>Banner</b> 10.38" x 2" 1x \$125 2x \$100 3x \$75
	<b>1/2 Page</b> 10.38" x 6.175" 1x \$300 2x \$250 3x \$225		<b>1/8 Page</b> 5.1067" x 3" 1x \$150 2x \$125 3x \$100		<b>1/2 Banner</b> 5.1067" x 2" 1x \$75 2x \$60 3x \$40

### DIGITAL WEBSITE ADVERTISEMENTS - MONTHLY RATES

<b>Main Box</b> 300 x 250px \$200	<b>Secondary Box</b> 300 x 250px \$175	<b>Homepage Banner</b> 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.**

#### Advertising inquiries:

Peter McNeil  
902-721-8553

Peter.McNeil@forces.gc.ca

Missy Sonier  
902-721-6504

Missy.Sonier@forces.gc.ca

#### Editorial inquiries:

Ryan Melanson  
902-721-8662

Ryan.Melanson@psphalifax.ca





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