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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 is the news source 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
- 5,000 + visitors each month
- Fresh content published daily + Trident e-editions released bi-weekly
- Trident readership 60,000 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



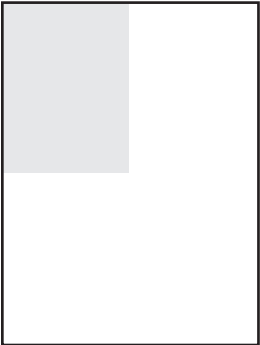
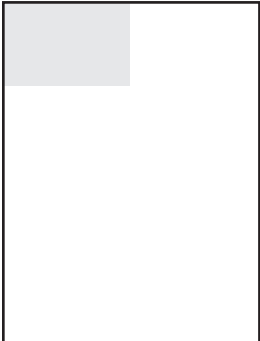

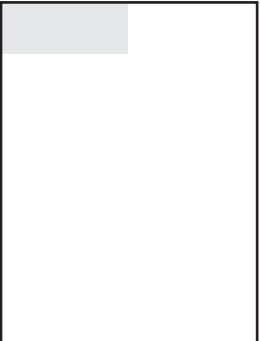
Retired Military Members & Family: 71,000 TOTAL: 105,553

PUBLICATION SCHEDULE 2024-2025

Advertising deadline	Publication deadline
08 - Jan, 2025	13 - Jan, 2025
22 - Jan, 2025	27 - Jan, 2025
05 - Feb, 2025	10 - Feb, 2025
19 - Feb, 2025	24 - Feb, 2025
05 - Mar, 2025	10 - Mar, 2025
19 - Mar, 2025	24 - Mar, 2025
02 - Apr, 2025	07 - Apr, 2025
16 - Apr, 2025	21 - Apr, 2025
30 - Apr, 2025	05 - May, 2025
14 - May, 2025	19 - May, 2025
28 - May, 2025	02 - Jun, 2025
11 - Jun, 2025	16 - Jun, 2025
25 - Jun, 2025	30 - Jun, 2025
09 - Jul, 2025	14 - Jul, 2025
23 - Jul, 2025	28 - Jul, 2025
06 - Aug, 2025	11 - Aug, 2025
20 - Aug, 2025	25 - Aug, 2025
03 - Sep, 2025	08 - Sep, 2025
17 - Sep, 2025	22 - Sep, 2025
01 - Oct, 2025	06 - Oct, 2025
15 - Oct, 2025	20 - Oct, 2025
29 - Oct, 2025	03 - Nov, 2025
12 - Nov, 2025	17 - Nov, 2025
26 - Nov, 2025	01 - Dec, 2025
10 - Dec, 2025	15 - Dec, 2025

AD PRICES:

E-EDITION ADVERTISEMENTS (1X, 2X OR 3X FREQUENCY)

	Full Page 10.38" x 12.5" 1x \$575 2x \$460 3x \$403		1/2 Page 10.38" x 6.175" 1x \$345 2x \$288 3x \$259		1/4 Page 5.1067" x 6.175" 1x \$230 2x \$201 3x \$173
	1/8 Page 5.1067" x 3" 1x \$173 2x \$144 3x \$115		Banner 10.38" x 2" 1x \$144 2x \$115 3x \$86		1/2 Banner 5.1067" x 2" 1x \$86 2x \$69 3x \$46

WEBSITE ADVERTISEMENTS - MONTHLY RATES

Main Box 300 x 250px \$230	Secondary Box 300 x 250px \$201	Homepage Banner 3033 x 375px \$144
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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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