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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



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

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 2025-2026

Advertising Deadline	Publication Date
24 - Jun, 2026	29 - Jun, 2026
08 - Jul, 2026	13 - Jul, 2026
22 - Jul, 2026	27 - Jul, 2026
05 - Aug, 2026	10 - Aug, 2026
19 - Aug, 2026	24 - Aug, 2026
02 - Sep, 2026	07 - Sep, 2026
16 - Sep, 2026	21 - Sep, 2026
30 - Sep, 2026	05 - Oct, 2026
14 - Oct, 2026	19 - Oct, 2026
28 - Oct, 2026	02 - Nov, 2026
11 - Nov, 2026	16 - Nov, 2026
25 - Nov, 2026	30 - Nov, 2026
09 - Dec, 2026	14 - Dec, 2026
06 - Jan, 2027	11 - Jan, 2027
20 - Jan, 2027	25 - Jan, 2027
03 - Feb, 2027	08 - Feb, 2027
17 - Feb, 2027	22 - Feb, 2027
03 - Mar, 2027	08 - Mar, 2027
17 - Mar, 2027	22 - Mar, 2027
31 - Mar, 2027	05 - Apr, 2027
14 - Apr, 2027	19 - Apr, 2027
28 - Apr, 2027	03 - May, 2027
12 - May, 2027	17 - May, 2027
26 - May, 2027	31 - May, 2027
09 - Jun, 2027	14 - Jun, 2027
23 - Jun, 2027	28 - Jun, 2027
07 - Jul, 2027	12 - Jul, 2027
21 - Jul, 2027	26 - Jul, 2027
04 - Aug, 2027	09 - Aug, 2027

AD PRICES:

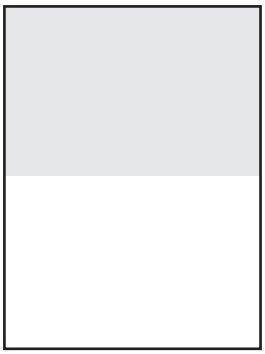
E-EDITION ADVERTISEMENTS (1X, 2X OR 3X FREQUENCY)



Full Page

10.38" x 12.5"

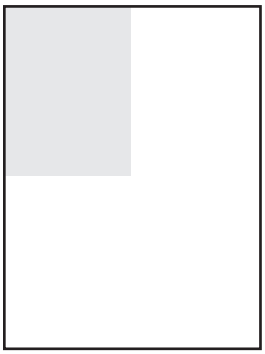
1x $575
2x $460
3x $403



1/2 Page

10.38" x 6.175"

1x $345
2x $288
3x $259



1/4 Page

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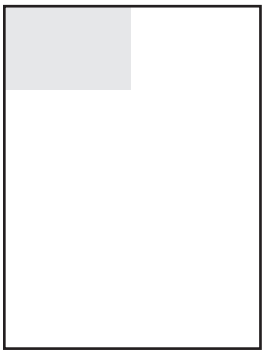
2x $201
3x $173



1/8 Page

5.1067" x 3"

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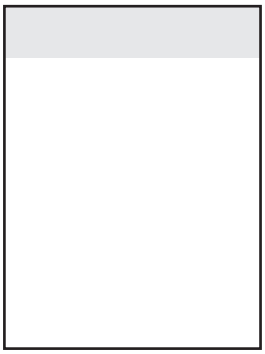
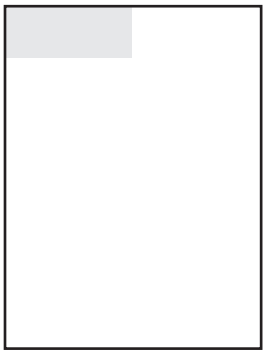
2x $144
3x $115



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

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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