



Fort Irwin National Training Center • Barstow, CA

2018 ADVERTISING RATES

General Information:

The High Desert Warrior is a digital news publication serving the personnel and their families of Fort Irwin National Training Center. Published the first Friday of each month in digital format, the High Desert Warrior contains news and information for, and about, the personnel of Fort Irwin NTC and their families, base defense contractors and area veterans.

The digital edition features "flippable" pages, is keyword searchable, and advertisements are linked to the advertiser's website.

ADVERTISING RATES

SIZE	SINGLE ISSUE RATE	6 ISSUE RATE WITH CONTRACT	13 ISSUE RATE WITH CONTRACT	WEB ADS INCLUDED ON WWW.AEROTECHNEWS.COM/NTCFORTIRWIN/
Bus. card (2col.x2") = 4"	\$29.80 per issue	\$27.80 per issue	\$25.80 per issue	N/A
1/8 page. (2col.x5") = 10"	\$74.50 per issue	\$64.50 per issue	\$57.00 per issue	Medium Rectangle rotating with 4 other advertisers
1/4 page. (3col.x6.5") = 19.5"	\$142.35 per issue	\$122.85 per issue	\$108.23 per issue	Square or Medium Rectangle rotating with 4 other advertisers
1/2 page. (6col.x6.5") = 39"	\$278.85 per issue	\$239.85 per issue	\$204.75 per issue	Square rotating with only 1 other advertiser
Full page (6col.x13") = 78"	\$557.70 per issue	\$479.70 per issue	\$409.00 per issue	Leaderboard rotating with only 1 other advertiser

Mechanical Requirements:

Page size: 6 columns x 13 inches – Image area 10.25" x 13" tall
 1 column: 1.5625" 2 columns: 3.325" 3 columns: 5.00"
 4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

Electronic File Requirements:

Please submit files as a pdf, 300dpi as CMYK, no 4/c black

Advertising Space Reservation Deadline:

Monday at Noon for that Friday's publication.

On Line Advertising

www.fortirwinnews.com

Web ad pricing is per client, per site, per week.
 Web ads rotate among ten clients.

Full Banner	468 x 60 pixels	\$75
Leaderboard	728 x 90 pixels	\$75
Square	250 x 250 pixels	\$75
Medium Rectangle	300 x 250 pixels	\$65

Available on

facebook

in a digital format!



Flippable Pages • Entire Print Edition
 Keyword Searchable

www.facebook.com/HighDesertWarrior

Readership:

The High Desert Warrior is available as follows:

- Emailed to approximately 4,000 base personnel
- 3,994 Facebook Subscribers and growing daily
- Viewable at www.fortirwinnews.com
- Viewable at www.facebook.com/HighDesertWarrior
- Additionally, High Desert Warrior is posted on Barstow and Victor Valley FB community groups
- Digital edition monthly average reach: 11,574
- Digital edition annual average reach: 138,892

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