

2021 RATES

HIGH DESERT WARRIOR

Fort Irwin



Fort Irwin National Training Center · Barstow, CA

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.

Available online at www.fortirwinnews.com.



Email to approximately 4,000 base personnel
Digital Edition - Facebook Subscribers: 4,743
Total: 8,743

Advertising Space Reservation Deadline:
Monday at Noon for that Friday's publication.

Electronic File Requirements:

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

On Line Advertising - www.fortirwinnews.com

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

Leaderboard (Top)	728 x 90 px	\$75
Square (Right Side)	250 x 250 px	\$60
Medium Rectangle (Bottom)	300 x 250 px	\$60
Newsletter Inline Ad (weekly)		\$40 per week
Inline Article (Top/Bottom)	728 x 90 px	\$150 per week

Ad will appear on all articles on High Desert Warrior site. Ad must run a minimum of two weeks and will rotate among 5 advertisers.

Advertising Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate	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

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in a digital format!



Flippable Pages · Entire Print Edition · Keyword Searchable

www.facebook.com/HighDesertWarrior

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