



Media Kit 2026

DAILY SITKA SENTINEL

Covering Sitka Since 1940

1,000+ Copies
Printed
Daily

Printed Mon-Fri reaching
nearly half of Sitka households

6,000+ Page
Views

Per week on sitkasentinel.com

72% Read
Daily*

Our subscribers read the
Sentinel EVERY DAY

*According to our 2025 reader survey

Good for Business. Great for Sitka. Advertise in the Daily Sitka Sentinel.

Sitka is a special place, and the Daily Sitka Sentinel is part of what keeps our community connected. Trusted local news strengthens civic engagement, builds community, and reaches loyal local readers. When you advertise in the Sentinel, you're not just growing your business — you're investing in Sitka.

91%

Of Sitkans get
their local news
from the Sentinel

6k+

Active Web
Users Monthly

85k+

Website
Interactions
Monthly

75%

Of Sitkans prefer
receiving printed
news

60k+

Papers printed
and circulated
annually

700K

Monthly Facebook Views,
keeping the Sentinel visible
throughout the state



Readers Take Action

Studies show up to 97% of local newspaper readers take action after seeing an ad — from visiting businesses to making purchases and recommending services to others.

*Note: Stats According to our 2025 reader survey and Google Analytics

Bundle & Save

- ▶ Large discount off standard rates ranging **up to 50%** vs. buying separately
- ▶ **Set it and forget it:** weekly print presence with ongoing web visibility
- ▶ Build familiarity and trust with local customers
- ▶ Research shows regular advertising delivers ~2× the **impact** of one-off ad

PLUS

5% off additional advertising needs AND printing at the Arrowhead Press

Regular Advertising Works

Regular advertisers see an increased return on investment

Available Bundles

For each monthly rate you get: A continually appearing web ad AND a print ad **each week** in the month

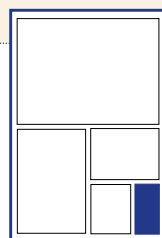
*All prices exclusive of seasonal 6% sales tax effective April 1 - September 30. 5% effective October 1 - March 31.

Starter :

Perfect for new businesses



+



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\$199/month

6 mo. contract

or

\$188/month

12 mo. contract

WEB: 300 X 250 PX

Rectangle

PRINT: PRINTS 4X A MONTH

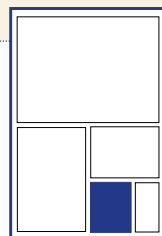
2 col x 2"
or **1 col x 4"**

Builder :

Perfect for restaurants, seasonal businesses and more



+



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\$375/month

6 mo. contract

or

\$350/month

12 mo. contract

WEB: 728 X 90 PX

Leaderboard

PRINT: PRINTS 4X A MONTH

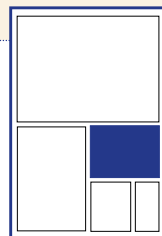
2 col x 4"

Spotlight :

Ideal for professionals and trusted retailers



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\$665/month

6 mo. contract

or

\$620/month

12 mo. contract

WEB: 300 X 600 PX

Skyscraper

PRINT: PRINTS 4X A MONTH

3 col x 5"

Open Rates

Open rates are flexible, standardized rates for placing standalone ads outside of our bundled offerings.

Web

The Sentinel Offers 3 standard digital ad sizes



Print

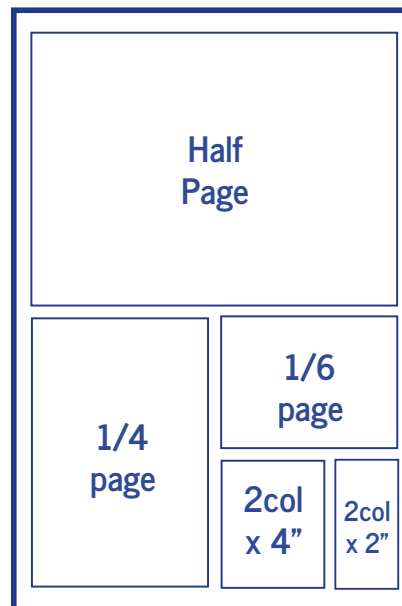
Print ads are priced at the Open Rate.

Open Rate:

per column inch: ((inches of vertical space) x (# of columns)) x (PCI) = Cost

\$13.80

per column inch



Classified

.45/word
\$4.50 minimum

Classified Display

\$17.85 pci

Legal Notice

\$2.20/line first;
\$1.70 subsequent;
\$17.60 pci display

Space Discounts (all large print ads receive automatic discounts)

(multiple insertions with no copy change)

Ad Type	Dimensions (px)	Rate	
		(weekly)	(monthly)
Rectangle	300 x 250	\$90	\$275
Leaderboard	728 x 90	\$95	\$325
Skyscraper	300 x 600	\$175	\$495

Size	Width	Height	1x (-10%)	2x (-20%)	3x (-30%)
1/4 page	6.8"	10.5"	\$391	\$348	\$304
1/2 page	13.75"	10.5"	\$782	\$696	\$609
Full page	13.75"	21"	\$1,565	\$1,391	\$1,217

Fine Print

Print Daily: M-F

- ▶ Advertisers may supply print-ready artwork or request a Sentinel-created ad.
- ▶ Template-based ads include one draft and one revision.
- ▶ The Sentinel reserves the right to charge an additional 20% fee for advertising requiring extensive composition.
- ▶ Custom ad design is quoted separately.
- ▶ Production fees may be waived for qualifying packages.
- ▶ The Sentinel can insert print ads from 1 col to 6 col wide, and ranging in depth from 1" to 21" for a full page.
- ▶ Special position requests, when approved, are subject to a 25% surcharge. Front-page advertising carries a 100% surcharge and is subject to prior publisher approval.
- ▶ All rights and privileges granted to an advertiser are exclusive to that advertiser and may not be transferred to any other party.

Inserts:

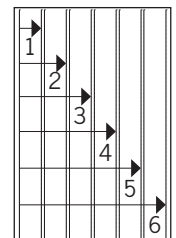
\$710 up to 2oz;
\$875 2-4oz;
\$935 4oz+

Color:

\$400 first color,
\$250 additional
\$1,000 for process color

Column Denotation:

Column	Width (in)
1	2.1667
2	4.4792
3	6.7986
4	9.1181
5	11.4375
6	13.7569



The Sentinel Page design is a 6 column page, with 1/6" gutters.

Sponsorships

Advertise in front of your community at
the moments that matter most.

Special Editions

The Daily Sitka Sentinel has several **special editions** throughout the year.
Contact us for details on ADs for Special Editions!

Ask for a Media Kit for the following Editions

Type:	Name	Circulation	Date	Ad Placements
Visitor Guide:	All About Sitka	30,000k+	Releases in April	Unique Placement Sizes for Smaller Format
Education Insert:	Back To School	2,000k+	Releases in August	Standard Sentinel Open Rates Apply
Holiday Season Insertion:	Holiday Gift Guide	2,000k+	Releases in November	
	Holiday Greetings	2,000k+	Releases in December	

Special Sections

Sponsor a special section and show your support for the community.
Opportunities start at \$250. Contact us for details!

▶ Valentines	February	Local gift ideas and community celebrations.
▶ Graduation	May	Celebrate local graduates.
▶ Memorial Day Weekend	May	Community events and ceremonies.
▶ Alaska Day	October	Coverage of Sitka's signature celebration.

Early Bird Discount:

Book early and save
10% off published
rates. Space is
limited - contact us
to reserve your spot!



DAILY SITKA SENTINEL

Contact Information

The Daily Sitka Sentinel:
An Independent Home-Owned
Newspaper

Covering Sitka Since 1940

Display Ads:

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Visit sitkasentinel.com for more information