



**Sentinel  
Solutions**

INTEGRATED MULTIMEDIA MARKETING

# MEDIA KIT 2026

[WWW.SENTINELDIGITALSOLUTIONS.COM](http://WWW.SENTINELDIGITALSOLUTIONS.COM)  
60 WEST ST., KEENE NH 03431

603-352-5896

[ADVERTISING@SENTINELDIGITALSOLUTIONS.COM](mailto:ADVERTISING@SENTINELDIGITALSOLUTIONS.COM)



CLICK OR SCAN TO VISIT  
OUR SITE

JANUARY 2026

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MEDIA KIT  
2026



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# OUR MARKET

## TOTAL MARKET STATISTICS

The Keene Sentinel traces its heritage as a daily newspaper back to March 23, 1799.

Since that first edition, The Sentinel has stood as an independent voice for the community of Cheshire County. We are dedicated to engaging, informing, and empowering our community with the news and information they need to make informed decisions and improve their lives.

For more than 225 years, The Sentinel has partnered with local businesses providing effective marketing solutions. From a print advertising purveyor in 1799 to today's robust multimedia product line-up, our expert marketing consultants will partner with you to develop a data-focused, integrated, and customized solution to help you and your business achieve its goals.

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TOTAL  
POPULATION **76.6K**

TOTAL  
HOUSEHOLDS **30.3K**

MEDIAN  
HOUSEHOLD  
INCOME **\$89.3K**

MEDIAN  
PROPERTY  
VALUE **\$238.8K**

COLLEGE  
EDUCATION OR  
HIGHER **37.6%**

Source: Data USA, US Census



OUR MARKET

# WHAT WE DO

## INTEGRATED MARKETING SOLUTIONS

Sentinel Solutions provides tailored and comprehensive marketing solutions focused on your needs. With a complete line-up of print and digital media solutions, we can create a comprehensive and integrated multimedia plan to fit your individual goals and deliver results. We'll not only design for results-we'll prove them.

## OUR SOLUTIONS

### PRINT ADVERTISING SOLUTIONS

The Keene Sentinel publishes highly respected and engaging print products that provide an ideal platform for advertising your brand.

### DIGITAL DISPLAY ADVERTISING

Digital display advertising with [www.KeeneSentinel.com](http://www.KeeneSentinel.com) delivers your advertising message to the region's largest and most engaged audience.

### AUDIENCE EXTENSION DIGITAL DISPLAY

Targeted digital display advertising delivering your message to ideal customers across thousands of websites and all device types.

### SEARCH ENGINE MARKETING (SEM)

We'll put your advertising message in front of consumers who have revealed their purchase intentions via search engines.

### SEARCH ENGINE OPTIMIZATION (SEM)

Optimize your website to benefit from top-performing and trusted organic search results. Put your business in an ideal position to win the sale.

### SOCIAL MEDIA ADVERTISING

Build your brand's awareness in the places your prospects gather online.

### E-MAIL MARKETING

E-mail is a prevalent aspect of our everyday lives and represents an effective way to reach and engage customers.

### VIDEO ADVERTISING

Capture your audience's attention with advertising on the most preferred method of consuming content.

### EVENT MARKETING

Build brand awareness, increase customer engagement, and educate prospects about your brand...Live!

### SPECIALTY PUBLICATIONS

The Sentinel publishes a full array of targeted specialty publications with content relevant to your customer's interests.

### NEWSLETTERS

The Sentinel publishes several targeted newsletters to more than 14,000 subscribers. We can align your ad messaging adjacent to this valued content.

AND MORE...

VISIT [WWW.SENTINELDIGITALSOLUTIONS.COM](http://WWW.SENTINELDIGITALSOLUTIONS.COM)  
TO LEARN MORE

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WHAT WE DO



# OUR AUDIENCE

## COMPREHENSIVE MARKET COVERAGE

The Keene Sentinel's brands deliver the most comprehensive reach in the communities it serves. From our daily and weekly print and digital brands to our social media sites, no local media brand delivers the market better.

Each month The Sentinel delivers more than one million digital and print impressions through our full array of journalism-supported titles and websites.

RECOGNIZED FOR SIX (6)  
CONSECUTIVE YEARS AS A  
DISTINGUISHED NEWSPAPER BY  
THE NEW ENGLAND NEWSPAPER  
& PRESS ASSOCIATION.

RECOGNIZED AS NEWSPAPER OF  
THE YEAR IN 2022 & 2025.



## UNIQUE DIGITAL VISITORS

Each month [www.KeeneSentinel.com](http://www.KeeneSentinel.com) reaches more than 144,000 engaged readers and will effectively deliver your business message to them.

## PRINT AND DIGITAL SUBSCRIBERS

Nearly 4,000 paying subscribers turn to trusted Keene Sentinel journalism weekly to stay informed and empowered.

## COMBINED SOCIAL MEDIA AUDIENCE

Our branded social media channels have a combined following of more than 46,000

## NEWSLETTER SUBSCRIBERS

More than 14,000 subscribers engage with our targeted content through our newsletters.

**LEVERAGE THE POWER OF KEENE SENTINEL BRANDED  
MEDIA TO HELP YOUR COMPANY GROW.**

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OUR AUDIENCE

# PURCHASE INTENT

## WHERE WILL SENTINEL READERS SPEND THEIR MONEY?

Keene Sentinel, [www.KeeneSentinel.com](http://www.KeeneSentinel.com), and ELF Magazine readers have shared with us their purchase intentions in the next year. The best way to reach these buyers is by advertising through Keene Sentinel brands.

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### AUTOMOBILES

3,854 Keene Sentinel households intend to spend \$109,839,000 within this category within the next 12 months..



### HOME SERVICES

2,839 Keene Sentinel households intend to spend \$7,026,525 within this category in the next 12 months.



### REAL ESTATE

1,184 Keene Sentinel households intend to spend \$7,814,400 within this category in the next 12 months.



### RESTAURANTS

5,739 Keene Sentinel households intend to spend \$7,173,750 within this category in the next 12 months.



### FURNITURE

3,233 Keene Sentinel households intend to spend \$2,909,700 within this category in the next 12 months.

PLEASE SEE YOUR ACCOUNT EXECUTIVE FOR DETAILS ON OTHER BUSINESS CATEGORIES.

PURCHASE INTENT

# SPECIALTY PUBLICATIONS

ALIGN YOUR BUSINESS MESSAGE WITH MAGAZINE CONTENT THAT RESONATES WITH READERS

## ELF MAGAZINE



ELF, Enjoying Life to the Fullest, is a weekly publication filled with the things that people are most passionate about in our community...a lifestyle publication that's a cooperative sharing of what makes life enjoyable in the region. From gardening to mountain biking, from the richness of farm life to the joys of handcrafting things that last. Enjoy life to the fullest with ELF.

Find ELF in your Thursday Keene Sentinel and available through more than 60 retail locations throughout the region.

## MONADNOCK TABLE



Published four-times per year, Monadnock Table is our highly respected full color magazine dedicated to living and buying local in our region and beyond.

Available free at more than 200 locations across the region including farmer's markets, libraries, restaurants, grocery stores, farms, bookstores, B&Bs, hotels, and more.

## BUSINESS JOURNAL



Published four-times per year, The Business Journal of Greater Keene, Brattleboro, and Peterborough offers in depth coverage of business life in the Twin State region. Each issue promises to be helpful to a range of businesspeople and decision makers, from the entrepreneur just starting up to the corporate veteran keeping tabs on business trends and legislation.

Distributed via The Keene Sentinel, newsstand throughout the region and mailed directly to key business leaders.

Scan or [click here](#) to learn more about the benefits of magazine advertising.



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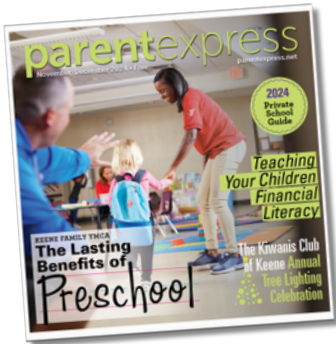
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SPECIALTY PUBLICATIONS

# SPECIAL SECTIONS

ALIGN YOUR BUSINESS MESSAGE WITH SEASONAL AND THEMED SPECIAL SECTIONS THROUGHOUT THE YEAR.

## PARENT EXPRESS



Parent Express is a free publication of ideas, resources and activities for parents, caregivers, and children. Parent Express is delivered via The Keene Sentinel as well as throughout Cheshire and Windham Counties through grocery stores, libraries, medical offices, schools, play centers, bookstores, educational centers, and more.

## BRIDES



Brides is the essential guide for Southern New Hampshire and Vermont brides-to-be! This glossy magazine is strategically distributed at wedding venues, hotels, and tourist information booths. Brides is the premier place to reach brides and wedding planners in our region.

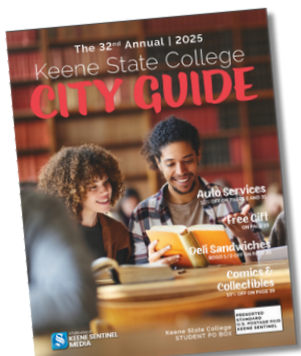
## READERS' CHOICE



Choice! is the highly anticipated magazine where The Keene Sentinel unveils our readers' selections for the very best our region has to offer in more than 200 business categories.

A glossy magazine recognizing the award winners will be published and delivered to all Keene Sentinel subscribers. A digital version is also available at [www.KeeneSentinel.com](http://www.KeeneSentinel.com)

## KEENE STATE COLLEGE CITY GUIDE



This annual glossy magazine is distributed to Keene State College students to serve as a guide to all the available resources and stores in the area. KSC students spend millions of dollars in our market, be sure they know about your business and the products and services you offer.

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SPECIAL SECTIONS



# SPECIAL SECTIONS

ALIGN YOUR BUSINESS MESSAGE WITH SEASONAL AND THEMED SPECIAL SECTIONS THROUGHOUT THE YEAR.

## ELF HOLIDAY GIFT GUIDE & LAST MINUTES GIFT GUIDE



Our holiday gift guides are an inspired resource for holiday gift and decorating ideas. Our guides reach more than 17,000 weekly print and digital readers throughout the Monadnock Region. Support your most wonderful time of the year with holiday advertising.

## TRIBUTES



The Keene Sentinel's bi-annual publication devoted to the remembrance of those we have lost. The publication aims to honor the memory of family and friends who have left a lasting impression in the lives of their loved ones and community members.

**Join our weekly marketing newsletter for insightful articles, tips and industry news!**

Dive into our expert content to stay informed, inspired, and ahead of the curve in marketing.

**[Click here or scan to join!](#)**



**What Is Re-Marketing and How Can It Help Your Local Business?**

Oct 21, 2024 | Digital Marketing Strategy

Re-marketing, also known as remarketing, is a marketing strategy that targets people who have already visited your website or used your app.

[READ MORE](#)



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SPECIAL SECTIONS

# EVENT PROGRAMS

INTERACT WITH YOUR CUSTOMERS... LIVE!



## KIDZ FEST



A fun-filled, family-friendly event designed to bring children of all ages together for a day of creativity, adventure, and excitement. The festival features a lively mix of activities including interactive games, arts & crafts, face painting, and music.

The event is held on March 28th, 2026.

## TRENDSETTERS



The Business Journal of Greater Keene, Brattleboro, and Peterborough in partnership with Keene Young Professionals Network (KYPN) is our annual celebration and recognition event for the contributions of young professionals to their companies and communities.

The event is held on April 30th, 2026

## CHOICE AWARDS LIVE!



We unveil our readers' selections for the very best the area has to offer in more than 200 categories. Our glamorous annual awards show will be accompanied by a glossy magazine recognizing the award winners published in The Keene Sentinel. A digital version will also appear on [www.KeeneSentinel.com](http://www.KeeneSentinel.com).

Event is held on May 28th, 2026.

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EVENT PROGRAMS

# EVENT PROGRAMS

## INTERACT WITH YOUR CUSTOMERS... LIVE!

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### PLAYERS OF THE YEAR



Our annual recognition event celebrating the top student athletes in our community including the schools of Keene High School, Monadnock Regional High School, Fall Mountain High School, ConVal, Conant, and Hinsdale. Each year we celebrate the dedication, commitment to excellence, accomplishments, and contributions to their teams, their schools, and their communities, of these remarkable student athletes.

Event is held on June 18th, 2026.

### EXTRAORDINARY WOMEN



Our annual celebration of extraordinary women in our community. Join us as we pay tribute to these outstanding individuals and their remarkable contributions to our community.

Event is held on July 16th, 2026.

### AUTUMN FESTIVAL



The Keene Sentinel and ELF magazine are proud to celebrate this annual event dedicated to seasonal faire here in our community. Held each year at Cheshire Fairgrounds, programming includes music, food, a classic car show, and fun for the whole family.

Event is held on September 12th, 2026.

### RADICALLY RURAL



The Keene Sentinel and Hannah Grimes Center for Entrepreneurship partner annually to bring this two-day summit to the Keene Community. We bring together people who are passionate about creating vibrant and robust rural communities and are eager to connect, learn, and lead the charge.

Event is held on October TBD & TBD, 2026.

EVENT PROGRAMS

# EVENT PROGRAMS

## INTERACT WITH YOUR CUSTOMERS... LIVE!

### EWING ARTS AWARDS



Every year The Keene Sentinel honors outstanding artists in the visual and performing arts fields. This annual event celebrates the diversity and excellence of arts in the Monadnock region.

Event is held on October 8th, 2026.

### THRIVE 40+ FEST

*NEW!*

Thrive 40+ Fest is an uplifting, energizing, event designed especially for adults 40 and over to celebrate wellness, connection, and enjoying life to the fullest. Thrive 40+ Fest creates a supportive and vibrant atmosphere that encourages participants to grow, connect, and thrive at every stage of life.

Event is held on November 7th, 2026.

#### Benefits of event marketing



##### Direct engagement

Personal interactions allow for better brand connection.



##### Brand awareness

Events boost brand visibility and recognition.



##### Lead generation

Allow you to collect leads and nurture relationships.



##### Immediate feedback

Engaging with attendees helps you gather insights.



##### Showcase products

Firsthand experience makes purchasing decisions easier.

Scan or [click here to learn how to optimize your investment in event marketing.](#)



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EVENT PROGRAMS



# RATES & PRICING

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DIGITAL DISPLAY ADVERTISING ON  
WWW.KEENESSENTINEL.COM

AVERAGE  
MONTHLY  
PAGEVIEWS

885.2K

AVERAGE  
MONTHLY  
UNIQUE  
VISITORS

144.1K

AVERAGE  
MONTHLY  
TIME ON SITE

1:27



## Super Leaderboard Reveal

1920x350

800x250 (mobile)

## Large Billboard

970x250 | 320x50

## Medium Billboard

728x90 | 320x50

## Large Rectangle

300x600 | 300x250

## Medium Rectangle

300x250 | 320x50

Super Leaderboard Reveal \$20/M

Large Billboard \$18/M

Medium Billboard \$17/M

Large Rectangle \$15/M

Medium Rectangle \$14/M

} Top of page positioning

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# RATES & PRICING

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PROGRAM AND PRICING



## DIGITAL MARKETING SERVICES

Our priority is to help your business engage customers and grow. We do that by partnering with you, focusing on your priorities, and delivering marketing programs that contribute to your bottom line.

We will work with you to develop a custom and integrated multimedia marketing plan that will utilize current best practices and drive results.

### MARKETING SOLUTIONS

- Print Advertising
- Digital Display Advertising
- Audience Extension Digital Display
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Advertising
- Social Media Management
- E-Mail Marketing
- Video Advertising
- Event Marketing
- OTT & Connected TV
- Listings Management
- Reputation Management
- Website Development
- E-Commerce Solutions
- Staff Recruiting
- Specialty Publications
- Newsletters
- Online Contests & Promotions
- Branded Content
- And More...

Scan or click [here](#) to learn more about the benefits of integrated multimedia marketing.



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## THE KEENE SENTINEL

The Keene Sentinel traces its history as a daily newspaper back to March 23, 1799. Since that first edition, The Sentinel has stood as an independent voice for the community of Cheshire County. We are dedicated to engaging, informing, and empowering our community with the information they need to make informed decisions and improve their lives.

PUBLISHING  
DAYS

**MON.-SAT.**

DAILY  
CIRCULATION

**1,690**

SATURDAY  
CIRCULATION

**2,957**



**The Keene Sentinel**  
Engage. Inform. Empower.

## ADVERTISING INFORMATION

- Open Rate: \$14.00 per column inch
- Repeat Rate: \$11.00 per column inch

### Frequency Discounts:

- 6 of 8 weeks: 5%
- 10 of 13 weeks: 10%
- 22 of 26 weeks: 15%
- 48 of 52 weeks: 20%
- 26 of 52 weeks (EOW): 7%

Please contact your account executive for complete information

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## NEWSLETTERS

### WEEKDAY NEWSLETTER

- Subscribers: 4,887
- Open Rate: 50.3%
- Click-To-Open: 14.7%

### BITES & BEATS

- Subscribers: 3,036
- Open Rate: 41.5%
- Click-To-Open: 3.7%

### THE CHECK-UP

- Subscribers: 957
- Open Rate: 44.1%
- Click-To-Open: 1.4%

### OBITUARIES NEWSLETTER

- Subscribers:
- Open Rate:
- Click-To-Open:

**NEW!**



Ad Size: 728x90

## ONLY THREE (3) SPONSORSHIPS AVAILABLE (33.3% SOV)

- TOP POSITION: \$299 per month
- MID-POSITION: \$199 per month
- BOTTOM POSITION: \$199 per month

Please contact your account executive for complete information

**RATES & PRICING**



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## VIDEO ADVERTISING

## VIDEO SPONSORSHIPS

**Only five (5) sponsorships available per month.**

Your 15-second non-skippable pre-roll advertising is guaranteed a 20% share-of-voice on all videos viewed on [www.KeeneSentinel.com](http://www.KeeneSentinel.com).

- Pre-roll video sponsorship \$250.00 per month



Tell your business's story through the power of video advertising on [www.KeeneSentinel.com](http://www.KeeneSentinel.com) and its related social media platforms.

Online video marketing is highly effective, with statistics showing increased engagement, higher conversion rates, and improved return-on-investment.

A video is more likely to be shared, retain viewer attention longer, and drive more website traffic than other types of content marketing.

[Click here to learn more about the benefits of video marketing.](#)

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## MAGAZINES

### ELF MAGAZINE

- Published: Every Thursday
- Deadline: Friday, 4PM
- Readership: More than 7,500
- Website: [Click Here](#)



### ADVERTISING INFORMATION

	<u>1x</u>	<u>13x</u>	<u>52x</u>
• Full Page:	\$695	\$595	\$495
• Half Page:	\$545	\$445	\$295
• 1/3 Page:	\$395	\$345	\$245
• 1/4 Page:	\$295	\$245	\$145
• 1/6 Page:	\$215	\$175	\$105
• 1/8 Page:	\$175	\$155	\$90
• 1/16 Page:	\$95	\$80	\$50
• Front Page:	\$225	\$200	\$125



[Scan or click here to include your event in our popular ELF Calendar](#)



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## MAGAZINES

### MONADNOCK TABLE

- Published: Four Times per Year
- Readership: More than 12,000
- Website: [Click Here](#)



### ADVERTISING INFORMATION

	<u>1x</u>	<u>6x</u>
• Full Page:	\$1,275	\$1,053
• Half Page:	\$760	\$630
• 1/4 Page:	\$400	\$330
• 1/8 Page:	\$300	\$250

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RATES & PRICING

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## MAGAZINES

### THE BUSINESS JOURNAL

- Published: Four Times per Year
- Readership: More than 10,000
- Website: [Click Here](#)

## THE BUSINESS JOURNAL

of Greater Keene,  
Brattleboro  
& Peterborough

### ADVERTISING INFORMATION

	<u>1x</u>	<u>4x</u>
• Full Page:	\$800	\$650
• Half Page:	\$550	\$400
• 1/4 Page:	\$350	\$250
• 1/8 Page:	\$250	\$175
• Back Page	\$1,000	\$800
• Inside Front/Page 3	\$925	\$775
• Centerspread	\$1,500	

Branded Content: Full page ad plus 500 word profile: \$950

Half page ad plus 300 word profile: \$700

Please contact Pam Wilder at [pam@silverdirectinc.com](mailto:pam@silverdirectinc.com) for complete information.

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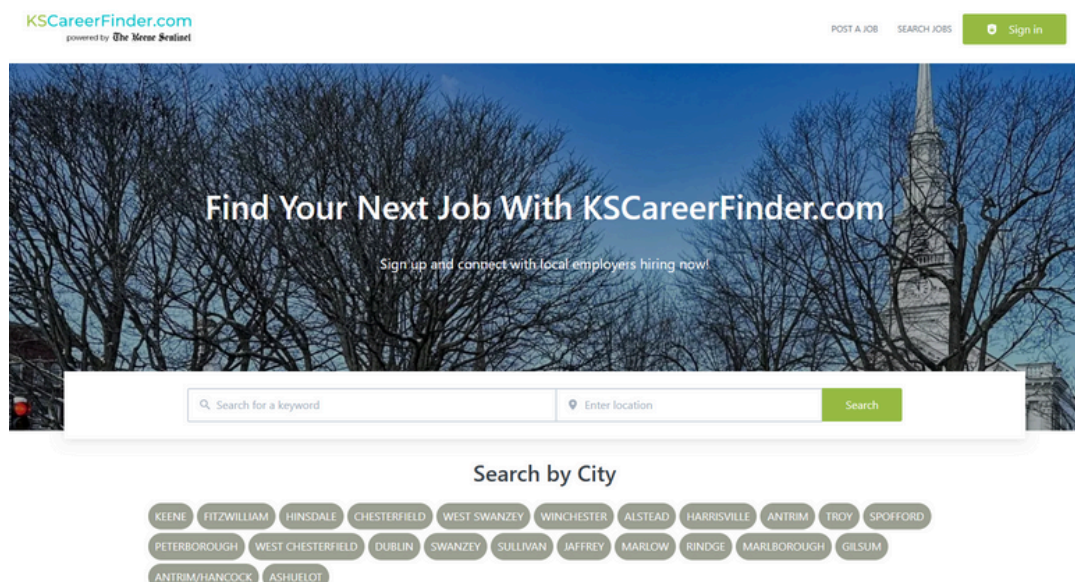
RATES & PRICING



# RATES & PRICING

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PROGRAM AND PRICING

## RECRUITING SOLUTIONS



## JOB POSTING INFORMATION

### Posting Packages

Hire Faster, Smarter, and for Less with the only programmatic recruiting solution that campaigns your job on 100's of job sites with one click!

#### Reach Package

Our Reach Package includes Total Talent Reach distribution, which automatically distributes your job post across hundreds of leading local, national, and industry-specific sites. Programmatic algorithms will optimize your job post's performance in real-time to ensure you get more qualified candidates quicker – all with one post! Additionally, your job post will get premium placement and additional exposure in our Featured Jobs widget and will be highlighted at the top of relevant search results.

**\$199.00**

Buy now

#### Pro Package

Our Pro Package includes Total Talent Reach distribution, which automatically distributes your job post across hundreds of local, national, diversity, and industry-specific job sites. Programmatic algorithms will optimize your job post's performance in real-time to ensure you get more qualified candidates quicker – all with one post!

**\$249.00**

Buy now

#### Performance Package

Sometimes the perfect candidate may not be searching. With our Performance Package, you get all the benefits of our Total Talent Reach job distribution to reach active job seekers plus instant access to our resume database. Our programmatic campaign will even target passive candidates in email and on social media sites like Facebook and Twitter to make sure you find the right hire in less time.

**\$349.00**

Buy now

[Click here to visit our KS CareerFinder staff recruiting platform.](#)

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RATES & PRICING

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PRE-PRINTED INSERTS



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Standard Pages	Tabloid Pages	Keene Sentinel	ELF
• Single Sheet:	-	\$40.00/M	\$45.00/M
• 4 Pages:	Up to 8	\$50.00/M	\$59.00/M
• 6-8 Pages:	12-16	\$67.00/M	\$79.00/M
• 10-12 Pages:	20-24	\$90.00/M	\$106.00/M
• 14-16 Pages:	28-32	\$119.00/M	\$140.00/M
• Add'l 4 Pages:	Add'l 8 Pages:	\$48.00/M	\$56.00/M

## Frequency Discounts

- |        |       |
|--------|-------|
| • 4x:  | • 5%: |
| • 12x  | • 12% |
| • 24x+ | • 15% |

Please contact your account executive for complete information

RATES & PRICING

# RATES & PRICING

CONTACT US FOR A CUSTOM MULTIMEDIA PROGRAM AND PRICING

WE PRINT & DELIVER INSERTS



Sentinel Solutions is your one-stop shop for high-quality printing and effective distribution to a local engaged audience. Let The Sentinel print your advertising flyer and insert it into our newspapers. We'll make it easy to grow your business.

Volume	P&D Price	CPM	Add 20K Impressions
• 4,000:	\$479.00	\$119.75	\$240.00
• 8,000:	\$799.00	\$99.87	\$240.00
• 10,000:	\$1,049.00	\$104.90	\$240.00
• 15,000:	\$1,549.00	\$103.26	\$240.00
• 20,000:	\$1,999.00	\$99.95	\$240.00

## Frequency Discounts

- |        |       |
|--------|-------|
| • 4x:  | • 5%: |
| • 12x  | • 12% |
| • 24x+ | • 15% |

Please contact your account executive for complete information

SENTINEL SOLUTIONS  
MEDIA KIT  
2026



**Sentinel  
Solutions**

INTEGRATED MULTIMEDIA MARKETING

RATES & PRICING



# HOW TO ADVERTISE

SENTINEL SOLUTIONS  
MEDIA KIT  
2026



**Sentinel  
Solutions**  
INTEGRATED MULTIMEDIA MARKETING

To advertise in any of our products or to learn how we can help you achieve your business goals, there are several ways to get in touch:



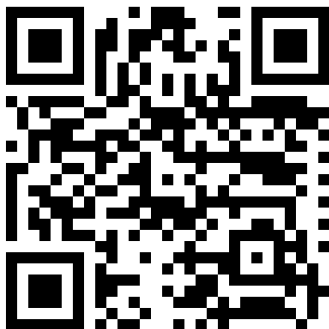
**PHONE:**  
**603-352-5896**



**EMAIL:**  
**[advertising@SentinelDigitalSolutions.com](mailto:advertising@SentinelDigitalSolutions.com)**



**VISIT OUR SITE:**  
**[www.SentinelDigitalSolutions.com](http://www.SentinelDigitalSolutions.com)**



**CONTACT US**