



**Sentinel
Solutions**

INTEGRATED MULTIMEDIA MARKETING

MEDIA KIT 2025

WWW.SENTINELDIGITALSOLUTIONS.COM

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603-352-5896

ADVERTISING@SENTINELDIGITALSOLUTIONS.COM



[CLICK OR SCAN TO VISIT
OUR SITE](#)

JANUARY 2025

CONTENTS

FIND ALL THE INFORMATION YOU NEED HERE!

You can click the links below to go directly to the content you're looking for.



OUR MARKET	3 Our Market
WHAT WE DO	4 What We Do
OUR AUDIENCE	5 Our Audience
PURCHASE INTENTIONS	6 Purchase Intentions
SPECIALTY PUBLICATIONS	7 Specialty Publications
SPECIAL SECTIONS	8 Special Sections
EVENTS	10 Events
RATES & PRICING-DIGITAL	13 Rates & Pricing-Digital
RATES & PRICING-DIGITAL SERVICES	14 Rates & Pricing-DMS
RATES & PRICING-KEENE SENTINEL	15 Rates & Pricing-Sentinel
RATES & PRICING-NEWSLETTERS	16 Rates & Pricing-Newsletters
RATES & PRICING-VIDEO	17 Rates & Pricing-Video
RATES & PRICING-ELF MAGAZINE	18 Rates & Pricing-ELF
RATES & PRICING-MONADNOCK TABLE	19 Rates & Pricing-MT
RATES & PRICING-BUSINESS JOURNAL	20 Rates & Pricing-Bus. Journal
RATES & PRICING RECRUITING	21 Recruiting Solutions
RATES & PRICING-PRE-PRINTS	22 Pre-Printed Inserts
RATES & PRICING-WE PRINT & DELIVER	23 We Print Inserts
CONTACT US	24 Contact Information

VISIT
WWW.SENTINELDIGITALSOLUTIONS.COM
TO LEARN MORE

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.



TOTAL POPULATION **76.6K**

TOTAL HOUSEHOLDS **30.3K**

MEDIAN HOUSEHOLD INCOME **\$89.3K**

MEDIAN PROPERTY VALUE **\$238.8K**

COLLEGE EDUCATION OR HIGHER **37.6%**



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 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 nearly 22,000 subscribers. We can align your ad messaging adjacent to this valued content.

AND MORE...

VISIT WWW.SENTINELDIGITALSOLUTIONS.COM
TO LEARN MORE

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INTEGRATED MULTIMEDIA MARKETING

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 FIVE (5)
CONSECUTIVE YEARS AS A
DISTINGUISHED NEWSPAPER BY
THE NEW ENGLAND NEWSPAPER
& PRESS ASSOCIATION.

RECOGNIZED AS NEWSPAPER OF
THE YEAR IN 2022.



UNIQUE DIGITAL VISITORS

Each month www.KeeneSentinel.com reaches more than 173,000 engaged readers and will effectively deliver your business message to them.

PRINT AND DIGITAL SUBSCRIBERS

Nearly 5,000 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 40,000

NEWSLETTER SUBSCRIBERS

More than 22,000 subscribers engage with our targeted content through our newsletters.

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

OUR AUDIENCE



PURCHASE INTENT

WHERE WILL SENTINEL READERS SPEND THEIR MONEY?

Keene Sentinel, 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.



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 mailed to non-subscribers throughout the region.

MONADNOCK TABLE



Published six-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 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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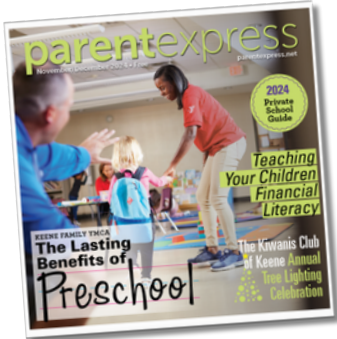
INTEGRATED MULTIMEDIA MARKETING

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.

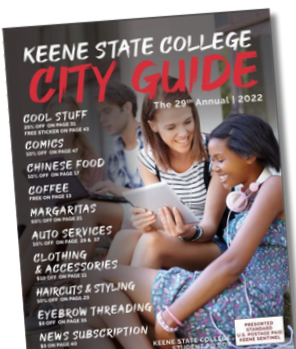
READERS' CHOICE



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

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.



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!



DUTY CALLS

Duty Calls is our annual event paying tribute to and honoring heroes among us. Duty Calls celebrates the men and women and their families who make sacrifices every day. Veterans and first responders: Help us pass along their message of commitment to country and community, and their examples of honor, integrity and sacrifice to our younger generations.

The event is held on March 13, 2025.

FOR THE HEALTH OF IT!



The Keene Sentinel and the Monadnock Region Health Reporting Lab partner annually to bring this free health fair to the community.

“For The Health of It! brings together experts and vendors from the medical world to meet with local residents and provide screenings, guidance, helpful advice, and insights that can help make attendees healthier.

Event is held on April 10, 2025.

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 May 8, 2025

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



EVENT PROGRAMS



EVENT PROGRAMS

INTERACT WITH YOUR CUSTOMERS... LIVE!



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.

Event is held on May 22, 2025.



RESTAURANT WEEK

The Keene Sentinel in partnership with Monadnock Broadcasting Group and the Greater Monadnock Collaborative are excited to bring this event engaging the community and tourists in a fun and adventurous week of trying new foods, enjoying new dining experiences, and exploring new areas..

Event is held between May 14-24, 2025



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 19, 2025.



EWING ARTS AWARDS

Every year The Keene Sentinel honors outstanding artists in the visual and performing arts fields. In partnership with Arts Alive this annual event celebrates the diversity and excellence of arts in the Monadnock region.

Event is held on July 17, 2025.



EVENT PROGRAMS

INTERACT WITH YOUR CUSTOMERS... LIVE!

HARVESTFEST



The Keene Sentinel and Monadnock Table magazine are proud to celebrate this annual event dedicated to agriculture in our community. Held each year on a local farm, programming includes music, food, a classic car show, and fun for the whole family.

Event is held on September 13, 2025.

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 September 24 & 25, 2025.

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 October 16, 2025.

BEST IN THE BUSINESS



The Business Journal of Greater Keene, Brattleboro, and Peterborough present the 1st Annual Best in the Business Awards celebrates, recognizes, and honors business excellence on a company and individual level in the Monadnock Region. An independent panel of local business leaders will select winners in a diverse range of categories including innovation, leadership, and community giving.

Event is held November 13, 2025.

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DIGITAL DISPLAY ADVERTISING ON
WWW.KEENESENTINEL.COM

AVERAGE
MONTHLY
PAGEVIEWS

930.5K

AVERAGE
MONTHLY
UNIQUE
VISITORS

157.2K

AVERAGE
MONTHLY
TIME ON SITE

1:37



Super Leaderboard Reveal

1920x350

800x250 (mobile)

Large Rectangle

300x600 | 300x250

Large Billboard

970x250 | 320x50

Medium Rectangle

300x250 | 320x50

Medium Billboard

728x90 | 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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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 **1,922**

SATURDAY CIRCULATION **2,864**



The Keene Sentinel
Engage. Inform. Empower.

ADVERTISING INFORMATION

- Open Rate: \$14.25 per column inch
- Repeat Rate: \$8.55 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

RATES & PRICING



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NEWSLETTERS

WEEKDAY NEWSLETTER

- Subscribers: 5,375
- Open Rate: 46.3%
- Click-To-Open: 17.6%

BITES & BEATS

- Subscribers: 3,400
- Open Rate: 32.9%
- Click-To-Open: 5.3%

THE CHECK-UP

- Subscribers: 1,068
- Open Rate: 45.3%
- Click-To-Open: 3.3%

MONADNOCK REGION RE-CAP

- Subscribers: 3,338
- Open Rate: 41.8%
- Click-To-Open: 3.2%

SPORTS NEWSLETTER

- Subscribers:
- Open Rate: **NEW!**
- Click-To-Open:

OBITUARIES NEWSLETTER

- Subscribers:
- Open Rate: **NEW!**
- Click-To-Open:



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

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VIDEO ADVERTISING *NEW!*

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.



- Pre-roll video sponsorship \$250.00 per month



Tell your business's story through the power of video advertising on 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.](#)

Please contact your account executive for complete information

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MAGAZINES

ELF MAGAZINE

- Published: Every Thursday
- Deadline: Friday, 4PM
- Readership: More than 17,000
- 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



Please contact your account executive for complete information

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MAGAZINES

MONADNOCK TABLE

- Published: Six 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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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



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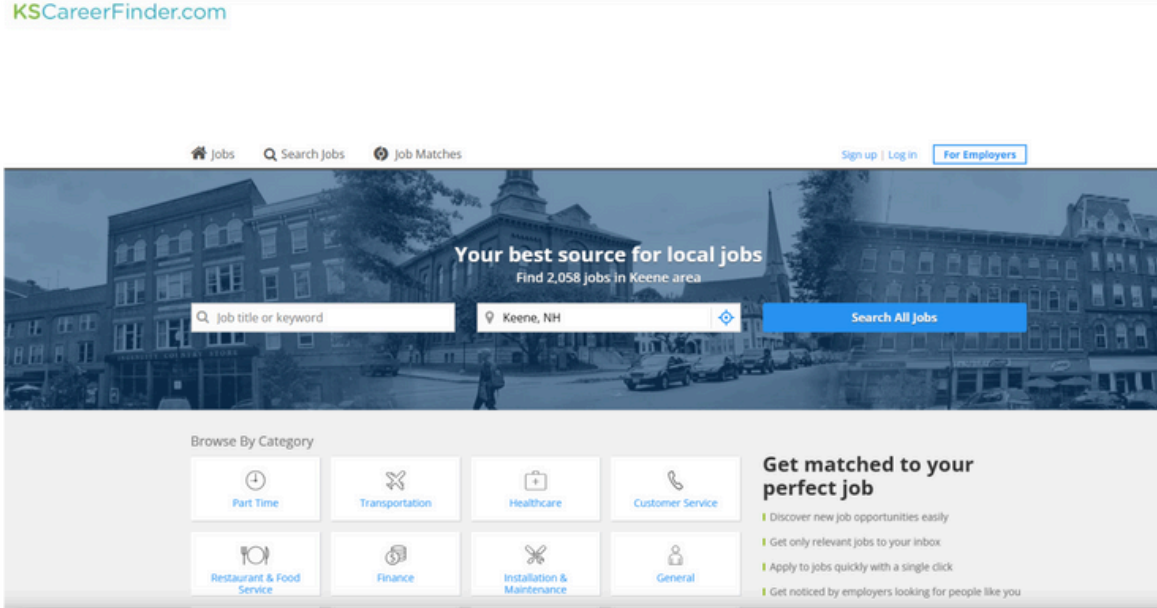
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RECRUITING SOLUTIONS

KSCareerFinder.com



JOB POSTING INFORMATION

Post jobs to reach more candidates than the top national job boards!

SILVER	GOLD	PLATINUM
Reach Package 30 Day Digital Posting	Pro Package 30 Day Digital Posting	Performance Package 30 Day Digital Posting
<ul style="list-style-type: none">• Job & Candidate Management Tools• Total Talent Reach Distribution• Priority Search	<ul style="list-style-type: none">• Job & Candidate Management Tools• Total Talent Reach Distribution• Featured Job• Social Boost	<ul style="list-style-type: none">• Job & Candidate Management Tools• Total Talent Reach Distribution• Candidate Resume Boost• Priority Search• Featured Job• Performance Boost
>> Learn More	>> Learn More	>> Learn More
\$199 Buy Now	\$249 Buy Now	\$349 Buy Now

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

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PRE-PRINTED INSERTS



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:
- 12x
- 24x+
- 5%:
- 12%
- 15%

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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:
- 12x
- 24x+
- 5%:
- 12%
- 15%

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HOW TO ADVERTISE

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



VISIT OUR SITE:
www.SentinelDigitalSolutions.com



CONTACT US