



**2022**  
**MEDIA KIT**

**The Sentinel**

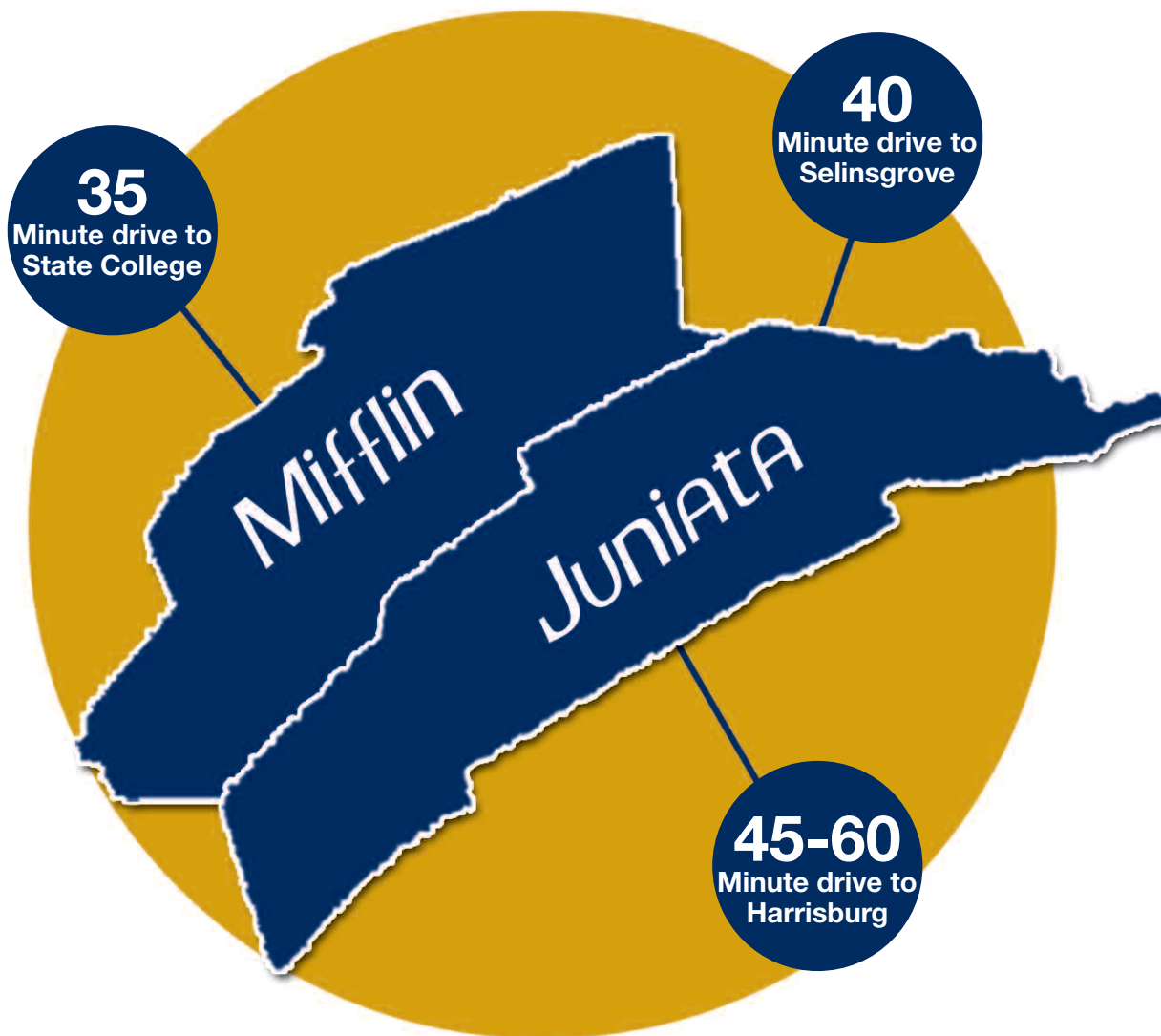
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PHONE 717.248.6741 • FAX 717.248.3481

Mifflin & Juniata Counties' Only Daily Newspaper & Website





*Largest home penetration in Mifflin County for any media with The Sentinel every Saturday.*

# MARKET POPULATION

# 71,318

The Sentinel is the only daily newspaper for  
**MIFFLIN AND JUNIATA  
COUNTIES.**

We have some readership in Huntingdon,  
Perry and Snyder counties also.

## 83% 52%

Percentage of area  
residents who use  
The Sentinel in a  
7-day period.

Percentage of PA residents  
surveyed who list the local  
newspaper as their primary  
source of shopping info.

### KEY ZIP CODES

17044, 17009, 17004, 17063, 17084,  
17058, 17059, 17099

# The Juniata Valley's Media starts here...

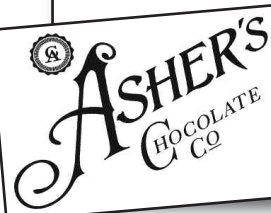
- 
- 30,000 print readers\*
  - 700,000+ screen views monthly
  - 10,000 social media followers
  - 13,000+ emails
  - 2,300 daily email “Headlines” subscribers
  - Reach 80% of the market!

\* Average daily Sentinel readerships and Neighbors total market coverage readership.



“We know when we advertise with The Sentinel, our ad is seen, by the response and volume of our sales with each ad placed. Asher’s is looking forward to working with The Sentinel for upcoming events and specials!”

*Valerie Edmiston*  
Assistant Plant Manager



## The Sentinel

# We can't wait to help you build your brand.

### Print

Daily Readers

**14,000**

Saturday Readers

**16,000**

Neighbors Total  
Market Coverage

**14,000**



### Online/Mobile



### e-Newsletter

Average Subscribers

**2,300**



Monthly Page Views

**700,000+**



# TARGETED REACH

## HOMEOWNERS



Monthly Gallery of Real Estate  
and Home & Garden Show

## SPORTS FANS



Penn State Gameday, High  
School Sports Previews and  
Football Forecast

## FREQUENCY

Build name recognition with  
several ads per week in print  
and online



## JOB SEEKERS



Spend less time finding  
the perfect candidate  
*with the job posting that delivers it  
all on [jobs.lewistownsentinel.com](http://jobs.lewistownsentinel.com)  
and in print.*

**One Post - 100's of job sites!**

## CUSTOM CONTESTS



From digital quizzes  
to our word search edition,  
we can reach your target  
demographic young or old!

# KEY TARGETED EDITIONS - 2022



*Golden Years*

**JANUARY**



*Juniata Valley Magazine*

**FEBRUARY**



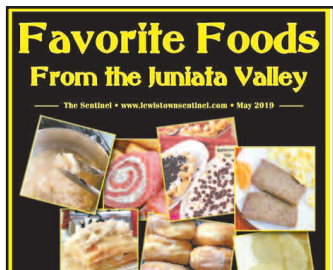
*Agriculture*

**MARCH**



*Home & Garden*

**APRIL**



*Food Magazine*

**MAY**



*I Remember When*

**JUNE**



*Get To Know Us*

**JULY**



*Fair Editions*

**AUGUST**



*Word Search*

**SEPTEMBER**



*Progress Editions*

**OCTOBER**



*Holiday Gift*

**NOVEMBER**

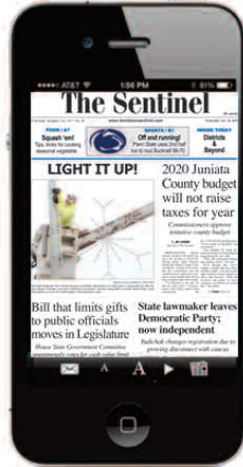
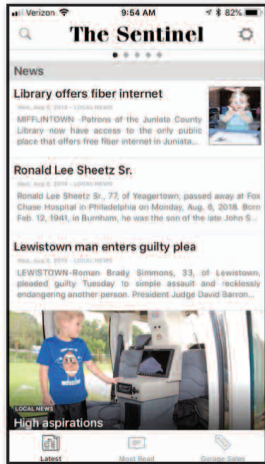


*Seasons Greetings*

**DECEMBER**

# DIGITAL OPTIONS

## SENTINEL MOBILE APP



- ✓ Reach younger audience using smart devices
- ✓ Low ad clutter - only one ad per story

**300 x 250 pixel space**



## HOME PAGE TAKEOVER ADS

- ✓ High Impact, top-of-home page ALL DAY
- ✓ Perfect for openings, sales, new business
- ✓ 2500 - 3500 impressions

**960x250 pixel space Expanded  
Retracts to 960x30 pixel space**

# DAILY HEADLINES EMAIL

- ✓ Reach over 2,300 email inboxes daily - 60,000 impressions monthly
- ✓ No clutter
- ✓ Industry Exclusivity

**320x100 pixel space / 300x250 pixel space**



**ADD 10,000 DIGITAL  
IMPRESSIONS  
TO YOUR PRINT BUY  
FOR ONE LOW COST!**

Questions? Call 717.248.6741 or email [marketing@lewistownsentinel.com](mailto:marketing@lewistownsentinel.com)

**ROP: 6 column (10") CLASSIFIED: 8 column (10") DEPTH: 21.5" TABLOID FULL PAGE: 6 column (10") x 10"**

Monday, Jan. 13, 2020

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