



**2024  
MEDIA KIT**

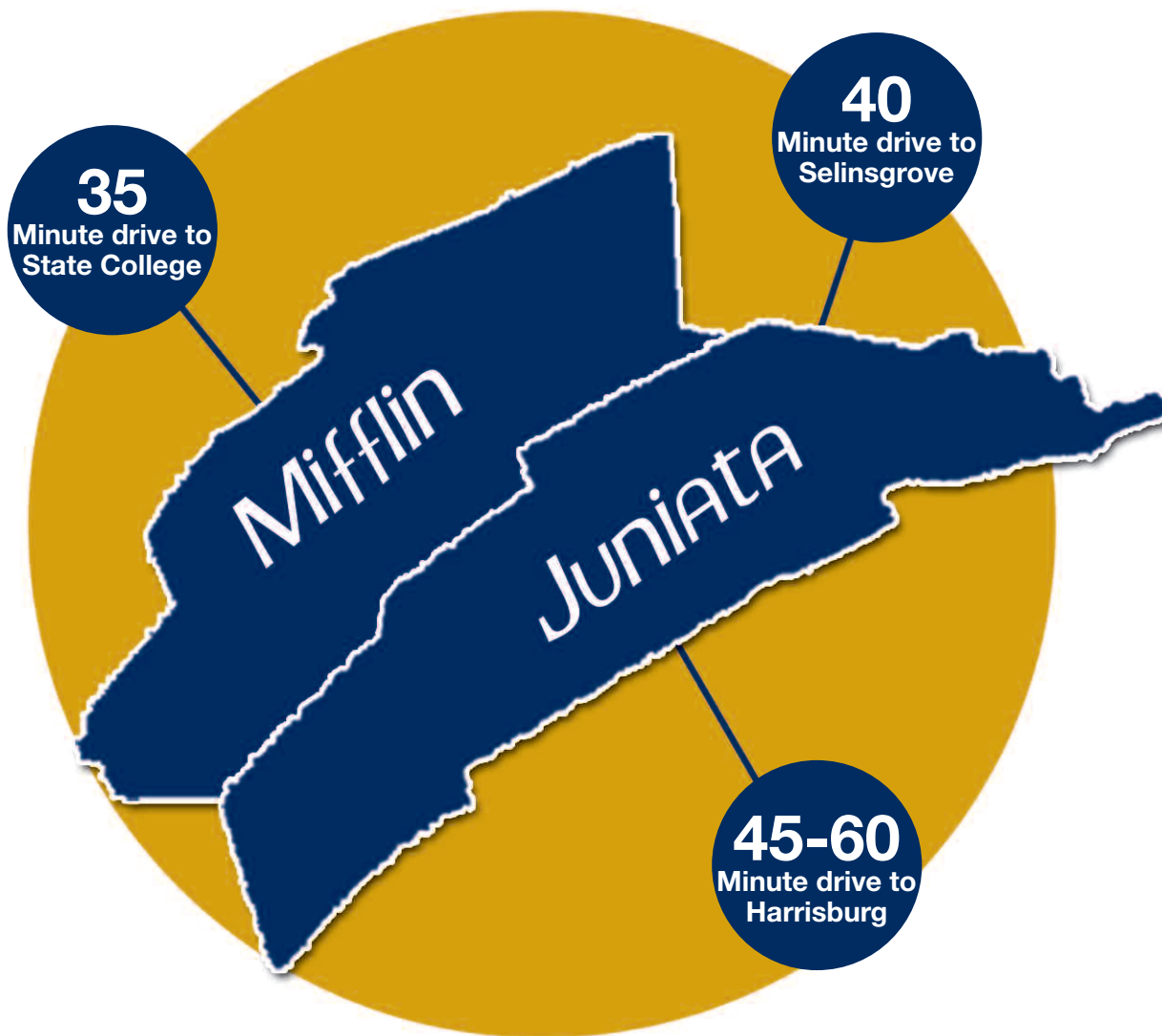
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Mifflin & Juniata Counties' Only Daily Newspaper & Website





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

# MARKET POPULATION

# 69,327

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

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

# 83%

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

# 52%

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...

- **13,000+ daily print readers\***
- **600,000+ 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 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  
**12,500**

Saturday Readers  
**14,000**



### Online/Mobile

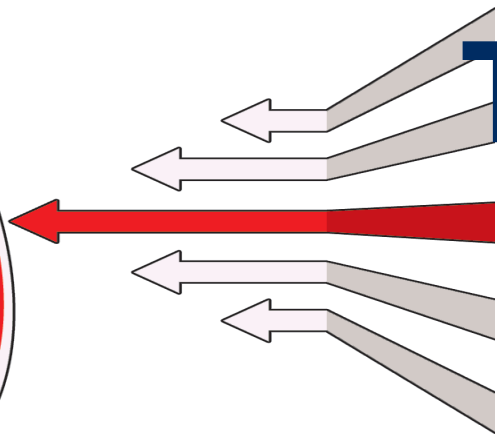


Monthly Page Views  
**600,000+**

### e-Newsletter

Average Subscribers  
**2,300**





# TARGETED REACH

**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!

**HOMEOWNERS**



Four Home Niche Editions Annually 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



# KEY TARGETED EDITIONS - 2024



*Prime Time*

**JANUARY**



*Juniaata 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**



*Hometown Holidays Magazine*

**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)

