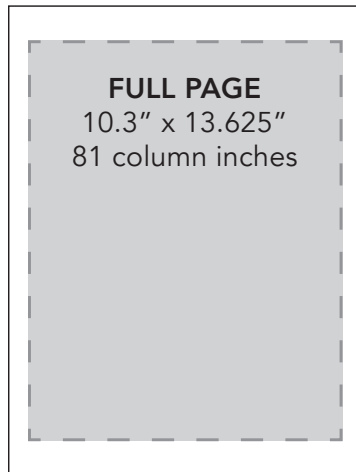


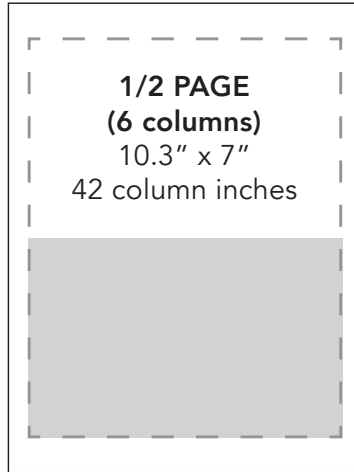


Target our military niche-market spending power!

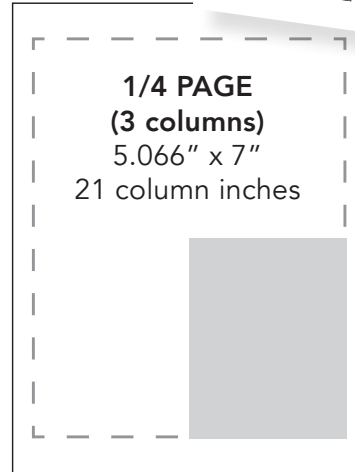
The **CFB Esquimalt Lookout Newspaper** is an award-winning weekly paper targeting the military, their families, civilian employees and Veterans.



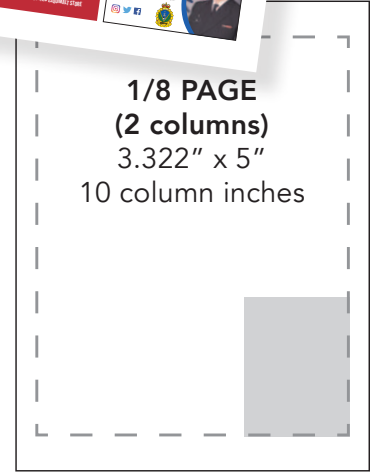
Full Colour \$1,458



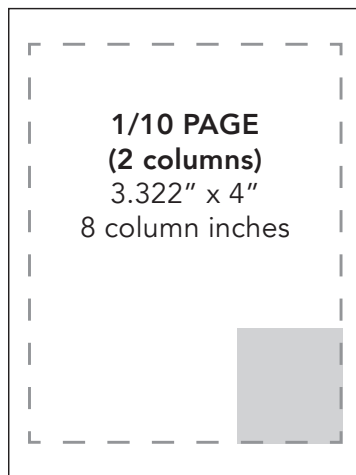
Full Colour \$756



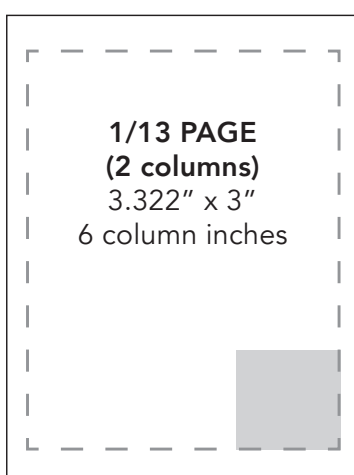
Full Colour \$378



Full Colour \$180



Full Colour \$144



Full Colour \$108



Full Colour \$72

Distributed every Monday

DEADLINES:
 Booking - Tuesday Noon
 Artwork - Wednesday Noon

Ask about our **FREQUENCY DISCOUNTS!**

LOOKOUT

NAVY NEWS ONLINE



**BOOK YOUR
WEB AD CAMPAIGN!**

Tap into the
niche military
**SPENDING
POWER!**

- Build brand awareness
- Drive traffic to your website
- Extend your reach

lookoutnewspaper.com

ADVERTISING GUIDELINES

In compliance with Canadian privacy regulations, advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from website visitors. We reserve the right to suspend any creative that is deemed to negatively affect site performance or user experience.

Ad Submission

- Send your URL address so we can link your ad to your website
- Signed contract required

ADVERTISING RATES

Location	Advertising Rate
High visibility large centre feature.....	\$700 per month
Top of page banner (rotates 2 ads).....	\$600 per month
Rotating banner (above feature)	\$400 per month
Half banner (right 2nd from top & bottom).....	\$300 per month
Mini square (bottom right)	\$200 per month

AD SIZES for CREATIVE

Location	Size In Pixels
High visibility large centre feature.....	630w x 250h
Top of page banner (rotates 2 ads).....	468w x 60h
Rotating banner (above feature)	630w x 80h
Half banner (right 2nd from top & bottom)	300w x 150h
Mini square (bottom right)	194w x 194h

For more information contact

Joshua Buck

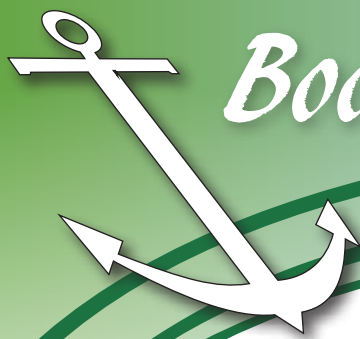
CELL: 778-977-5433

EMAIL: military.base.advertising@gmail.com

LOOKOUT
Telling the stories of the Royal Canadian Navy!

lookoutnewspaper.com

CFB Esquimalt, Home of the Pacific Fleet



Book your **CLASSIFIED AD**

The **Classified section** is where you want to be to attract the attention of those who are looking for products and services. Make the most of the directory style layout.



DISPLAY ADVERTISING:

1 COLUMN WIDE

1 col = (1.151")
x 1" tall
\$9.50

1 col = (1.151")
x 2" tall
\$19.00

1 col = (1.151")
x 3" tall
\$28.50

1 col = (1.151")
x 6" tall
\$57.00

1 col = (1.151")
x 5" tall
\$47.50

1 col = (1.151")
x 4" tall
\$38.00

Lookout
Classifieds Work

2 COLUMN WIDE

2 col = (2.458")
x 2" inches tall
\$38.00

x 3 inches tall
\$57.00

x 4 inches tall
\$76.00

x 5 inches tall
\$95.50

x 6 inches tall
\$115.00

WANT MORE EXPOSURE?

Ask about advertising here:

- ACTIVITY GUIDE
- On our WEBSITE
- At our BASE TRADE SHOWS

3 COLUMN WIDE

Distributed
every Monday

DEADLINES:

Booking - Tuesday Noon

Artwork - Wednesday Noon

3 col = (.765")
x 3 inches tall
\$85.50

x 4 inches tall
\$114.00

x 5 inches tall
\$142.50

x 6 inches tall
\$171.00

x 7 inches tall
\$199.50