ADVERTISE IN BIG BEND SENTINEL!

The paper the Big Bend reads. The audience your business needs.

Reach the people who make the Big Bend what it is.

IT'S THE BEST WAY to get your message to people in Marfa, Presidio, Alpine, Terlingua, Marathon, Fort Davis, and all the country in between. More than 2,500 paying readers (starting with residents, regulars, second-homers, ranchers, and cowboys and cowgirls) get the reporting on local news, plus all the art and music that happens in the Big Bend. Sentinel is widening its coverage, building Spanish-language content, and bringing new writers and photographers to provide . . . art! In 2026 we'll be ramping up distribution across the region—and reaching out in distribution to the hundreds of thousands coming through the Big Bend parks.

Contact us today!

- Ask about frequency discounts, special issues, and special offers for print advertisers for placement on the website and newsletters.
- Ask about our design services, which can be included at not charge with big orders!

Borderlands Reporting Project, a nonprofit newsroom
ads@bigbendsentinel.com

2x5

2 columns wide
x
5 inches tall
$100

Business card

2 columns wide
x
2 inches tall
$40

2x3

2 columns wide
x
3 inches tall
$60

2x4

2 columns wide
x
4 inches tall *(square)*
$80

THE DETAILS

Big Bend Sentinel is a weekly, 50 times a year.

The website is frequently updated. It includes a digital is a replica of the newspaper with all print advertising.

- **2 columns = 4 inches**
- **3 columns = 6.125 inches**
- **4 columns = 8.25 inches**
- **5 columns = 10.325 inches**
- **6 columns = 12.76 inches**

FILE FORMATS

Black and white!

We support the formats jpeg, tiff, eps, and pdf files, and Adobe InDesign (.ndd) and Illustrator (ai) files.

DEADLINES

For the next week's edition, Ad insertion orders are due every Friday at 5:00 pm. Artwork or digital files are due 10:00 am on Monday.

WHAT IT COSTS TO REACH THE BIG BEND

DESIGN

$25 - $1,000 for custom print and web ad design, depending on sizing and complexity.

DIGITAL

Check out our website:
www.bigbendsentinel.com

Banner:
$300 per month

Home page footer:
$500 per month

Newsletter exclusive sponsorship:
$250 per month

For more information about advertising, please send us an email or give us a call!

Advertising: ads@bigbendsentinel.com
Billing: billing@bigbendsentinel.com
STREET ADDRESS
209 1/2 West El Paso Street
Marfa, TX 79843
MAILING ADDRESS
Drawer P, Marfa, TX 79843
Phone: (432) 729-4342

READERS

2,500 weekly subscribers/members
1,000 single copies every week
80,000 monthly web views
3,600 subscribers to newsletter

1/8 page

2 columns wide
x
7.5 inches tall
$150

1/8 page

3 columns wide
x
5.125 inches tall
$150

PRINT ADVERTISING

You can figure any size with an old-fashioned price per inch.

$10 per column inch

Full page

6 columns wide
x
20.625 inches
$1,200

1/2 page vertical

3 columns wide
x
20.625 inches tall
$600

1/4 page

3 columns wide
x
10.125 inches tall
$300

1/2 page

6 columns wide
x
10.125 inches tall
$600

1/4 page

6 columns wide
x
5 inches tall
$300