

THE LowDown

TO HULL & BACK NEWS

"Get the Low Down on anything and everything in the Gatineau Hills"

Rate Card #1, updated July 9, 2009

lowdownonline.com

Average weekly page views : **1,598**
 Average Monthly page views : **9,606**

Testimonial,

"We've been advertising in the Low Down from the first week we took over the Chelsea Smokehouse. We wanted to effectively reach local people who love good food and draw their attention to our wide range of new products and ideas. Each time we ran a special ad, either in the print edition or on the web site, the positive response from customers was immediate. In particular we wanted to promote the fact that we were starting to sell fresh fish from sustainable sources - the ads in the Low Down have helped us to raise awareness of this service quickly, efficiently and very economically. It's our Number One regional marketing tool for one simple reason - it really works."

Line Boyer,
 Boucanerie Chelsea Smokehouse.



LowDown Online Rate Card

AD	PER MONTH	12 month contract	-30%
A Leader Board (700x125)	1 of 3 rotations	\$165	\$115
B Rectangle (430x280)		\$150	\$105
C Skyscraper (200x640)		\$135	\$94.50
D Mini Banner (485x85)		\$50	\$35

3 month contract available - add 25%

Price includes hotlink to client's website and/or splash page on Low Down site
 Client to provide camera-ready artwork to specifications.



Please ask about our design services for web and print ads.

Technical Requirements

- Average file size should be 15kb and cannot exceed 50kb
- Image formats supported: .jpeg, .gif, .swf, .html
- Rotating / multiple versions of creative to be submitted to general@lowdownonline.com, and served from local servers
- Other types of advertising, including shorter campaigns, quoted on an individual basis.

Deadlines:

Artwork and booking confirmation must be received 7 days prior to start date to provide guaranteed positions to clients.