

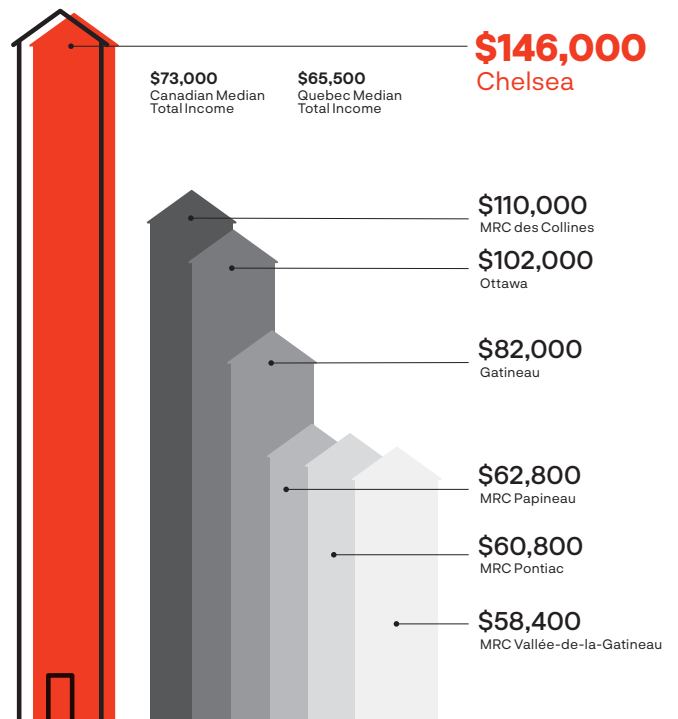
Why advertise in The Low Down?



Because our readers are your best customers!

The Low Down is sold far and wide...

...to readers with the highest income levels in the region.



Reach across the Gatineau Hills! The Low Down is sold in shops across the region and through paid subscriptions for the print edition. Digital subscriptions go even further afield!

The Municipality of Chelsea, where the majority of Low Down subscribers live, is the highest median total income in the region and among the highest in Quebec. (Statistics Canada Census 2021)



WINNER of QCNA Best Overall Newspaper 2013, 2019 & 2020!

Low Down readers choose us... and so should you.

The Low Down is a paid newspaper. Copies are purchased and read enthusiastically cover-to-cover. Unsolicited advertising fatigue is real (free newspapers, junk mail, email spam ads, and internet ads). The Low Down is actual news and our readers pay good money for it — which is why you should advertise in our pages!



Low Down Readers Shop Local



Get Noticed!

Printed newspaper ads have the **highest effectiveness** score of ALL media.*



Over 9,500 Readers

Audited paid circulation
2,593 copies per week.**

+20%
SUBSCRIBERS
SINCE 2020

Growing Subscription Base

New subscribers.



48 Print Editions Each Year

Average 24-page count,
published every Wednesday.

+26%
SINCE 2020

Growing Distribution

More places are selling
The Low Down.



1,200 active e-newsletter readers

3 e-newsletters per week.



11,000+ unique website visits

Per month.

“

I don't advertise anywhere except The Low Down! It is the best way to connect with the community I live and work in. **My community reads The Low Down ...** I know that there are eyes on this newspaper.

— ERICA BERNSTEIN, Wakefield, QC
(The Agency)

*Local Newspapers: Engaged and Connected, Totum Research, June 2019
**Canadian Media Circulation Audit

Popular Print Ad Sizes & Local Rates

Advertising packages mean lower rates!

Prices below are for each ad published (frequency discounts calculated per ad).

Rates

COLOUR ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x 1	x 6	x 12	x 25	x 50
Full page	\$912	\$821	\$775	\$684	\$593
2/3 page	\$593	\$534	\$504	\$445	\$385
1/2 page	\$515	\$464	\$438	\$386	\$335
1/3 page	\$339	\$305	\$288	\$254	\$220
1/4 page	\$300	\$270	\$255	\$225	\$195
1/5 page	\$222	\$200	\$189	\$167	\$144
1/8 page	\$180	\$162	\$153	\$135	\$117

BLACK & WHITE ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x 1	x 6	x 12	x 25	x 50
Full page	\$739	\$665	\$628	\$554	\$480
2/3 page	\$491	\$442	\$417	\$368	\$319
1/2 page	\$370	\$333	\$315	\$278	\$241
1/3 page	\$246	\$221	\$209	\$185	\$160
1/4 page	\$185	\$167	\$157	\$139	\$120
1/5 page	\$148	\$138	\$126	\$111	\$96
1/8 page	\$92	\$83	\$78	\$69	\$60

Local Business Booster!



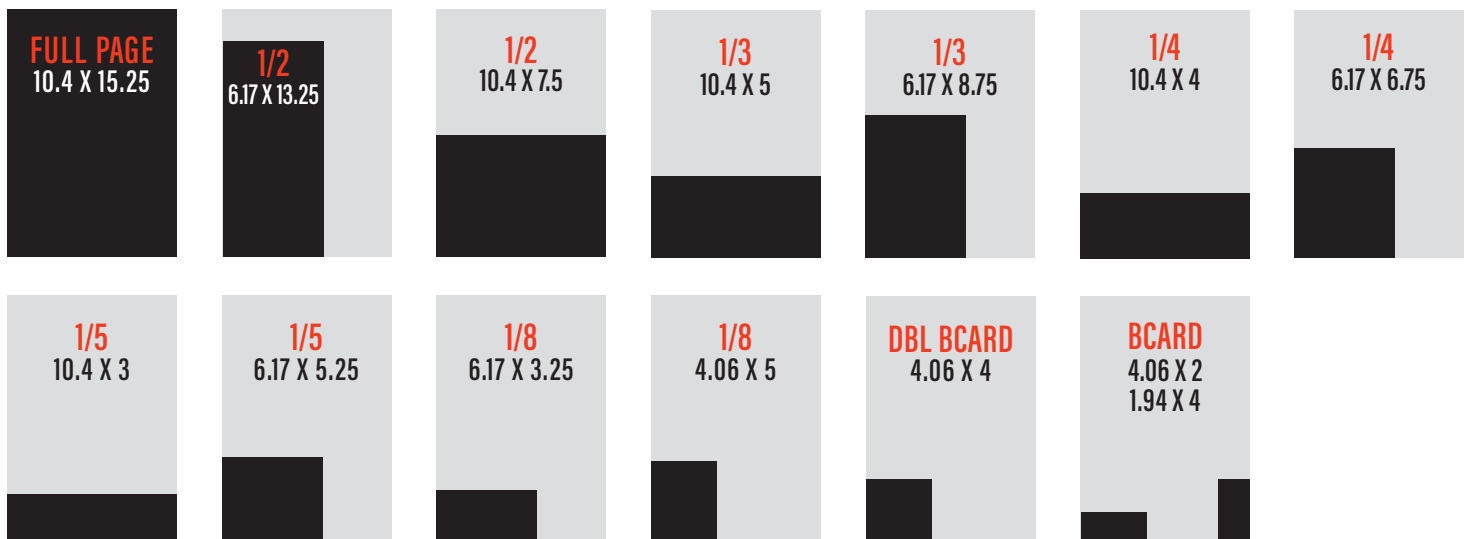
COLOUR ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x 1	x 6	x 12	x 25	x 50
Double B-card	*REG. \$154 \$113	\$102	\$96	\$85	\$73
B-card	*REG. \$119 \$87	\$78	\$74	\$65	\$57

BLACK & WHITE ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x 1	x 6	x 12	x 25	x 50
Double B-card	\$76	\$68	\$65	\$57	\$49
B-card	\$38	\$34	\$34	\$29	\$25

Ad Sizes (Inches: W" x H")



Ad Sizes and Technical Specs

SIZE	COLUMN WIDTH (INCHES)			
	5 Col (10.4 W)	3 Col (6.17 W)	2 Col (4.06 W)	1 Col (1.94 W)
Full Page	5 Col x 15.25 H			
1/2 Page	5 Col x 7.5 H	3 Col x 13.25 H		
1/3 Page	5 Col x 5 H	3 Col x 8.75 H	2 Col x 13.25 H	
1/4 Page	5 Col x 4 H	3 Col x 6.75 H	2 Col x 10 H	
1/5 Page	5 Col x 3 H	3 Col x 5.25 H	2 Col x 8 H	
1/8 Page	5 Col x 2 H	3 Col x 3.25 H	2 Col x 5 H	1 Col x 10 H
Double B-card			2 Col x 4 H	1 Col x 8 H
B-card			2 Col x 2 H	1 Col x 4 H

Limited Special Placements

Front Page Banner
\$450

Outside Back Covers
\$850

Page 2 Prime Placement*
Half-Page & Full Page

**Fully booked for 2023 - please let us know if you'd like to be added to our waiting list.*



Digital Marketing

Email Newsletter Banner
\$150 per month (3 x week)

Website Banner
\$275 per month (Landing Page)
\$215 per month

Classified Section Side Banners
\$115

Sponsored Article

Full Page \$1,100 **Half Page** \$650

Guaranteed Placement

25% subject to availability

Inserts

reach out today for an estimate!

Design

\$75 design fee may be applicable

National Rates

National Rates apply to all ads booked by agencies, political parties, government entities, and cross-provincial corporations

The Low Down is here for you!

Contact us for information about our ad packages.

We'll help customize your marketing strategy to connect with your customers here in the Gatineau Hills.

Aden Seaton

Advertising Sales Director
sales@lowdownonline.com
819-918-4246

Low Down Office:

815 chemin Riverside, Wakefield, QC
general@lowdownonline.com
819-459-2222

****CLASSIFIED ADS****
can be placed via email:
classifieds@lowdownonline.com

Print Ad Specs:

Accepted Formats & Technical Specs:

- **PDF** high resolution (300 dpi) at 100% final size, fonts outlined, images embedded, CMYK
- **TIFF** or **JPG**, 300 dpi at 100% final size, CMYK
- **Illustrator CS** (up to version 6.0) .ai or .eps with fonts included OR outlined, images embedded and all spot colours converted to CMYK

Colour profile:

- **Colour ads** – CMYK
- **Black & white ads** – Grayscale (dot gain 20%)

No crop marks or **bleeds** required
Minimum font size: 9 points (black)

Digital Ad Specs:

Accepted Formats: JPG, PNG

Sizes:

- **Website Banner** 980 x 250px
- **Email Newsletter Banner** 1400 x 600px
- **Classifieds Side Banner** 408 X 800px

Send All Final Artwork to:

✉ sales@lowdownonline.com