

# Why advertise in The Low Down?



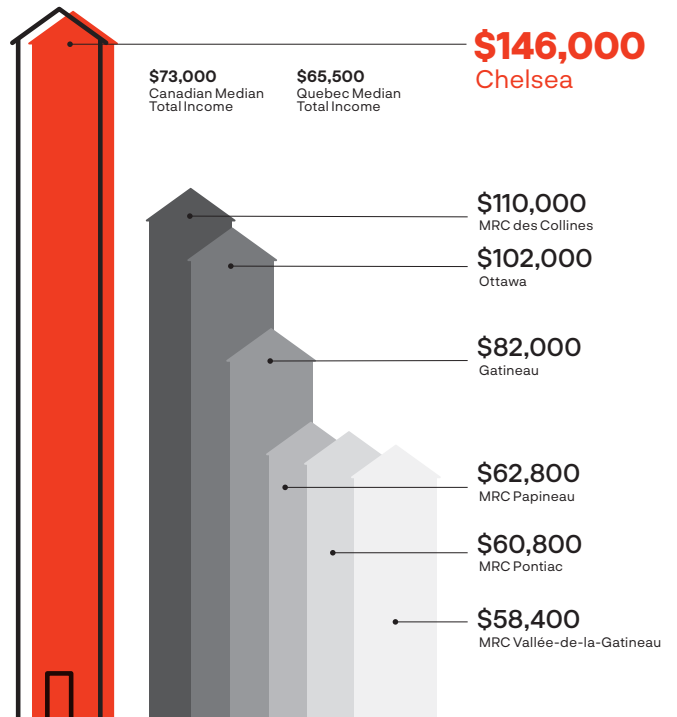
Because our readers are your best customers!

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				
	x1	x6	x12	x25	x50
Full page	\$930	\$837	\$791	\$698	\$605
2/3 page	\$605	\$545	\$514	\$454	\$393
1/2 page	\$525	\$473	\$446	\$394	\$341
1/3 page	\$345	\$311	\$293	\$259	\$224
1/4 page	\$306	\$275	\$260	\$230	\$199
1/5 page	\$226	\$203	\$192	\$170	\$147
1/8 page	\$185	\$167	\$157	\$139	\$120

### BLACK & WHITE ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x1	x6	x12	x25	x50
Full page	\$754	\$679	\$641	\$566	\$490
2/3 page	\$500	\$450	\$425	\$375	\$325
1/2 page	\$377	\$339	\$320	\$283	\$245
1/3 page	\$250	\$225	\$213	\$188	\$163
1/4 page	\$189	\$170	\$161	\$142	\$123
1/5 page	\$151	\$136	\$128	\$113	\$98
1/8 page	\$94	\$85	\$80	\$71	\$61

## Local Business Booster!



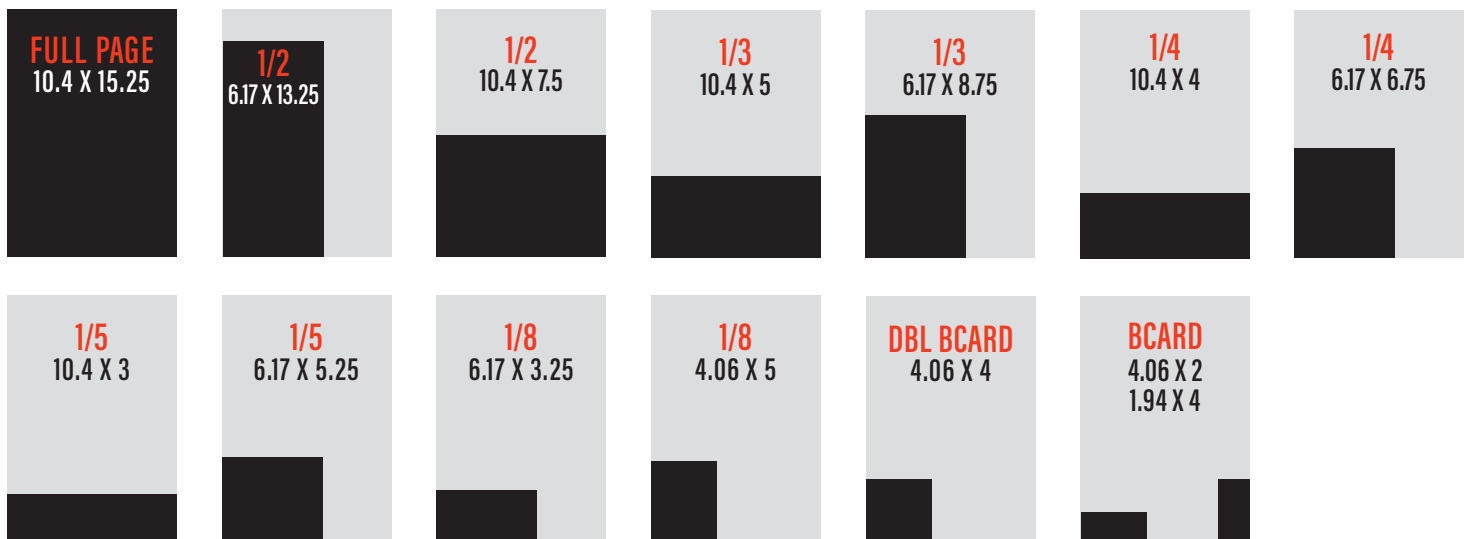
### COLOUR ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x1	x6	x12	x25	x50
Double B-card	*REG. \$154 \$115	\$104	\$98	\$86	\$75
B-card	*REG. \$119 \$89	\$80	\$76	\$67	\$58

### BLACK & WHITE ADS

SIZE	HOW MANY EDITIONS/ COST PER AD				
	x1	x6	x12	x25	x50
Double B-card	\$78	\$70	\$66	\$59	\$51
B-card	\$39	\$35	\$35	\$30	\$26

## 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**  
\$460

**Outside Back Covers**  
\$867

**Page 2 Prime Placement\***  
Half-Page & Full Page

*\*Fully booked for 2024 - please let us know if you'd like to be added to our waiting list.*

## Digital Marketing

**Email Newsletter Banner**  
\$155 per month (3 x week)

**Website Banner**  
\$280 per month (Landing Page)  
\$220 per month

**Classified Section Side Banners**  
\$117

## 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

## Print Ad Specs:

### Technical Requirements:

- **Final print size** - No bleed or crop marks required.
- **Preferred file format** - PDF, TIFF or JPG, 300dpi (if using PDF format, please send the ad **size-as** in 300 dpi)
- If you wish to submit **working files** in case of last minute edits, we will accept Illustrator or Photoshop artwork, but we will need your fonts, or all text needs to be outlined.

### Colour profile:

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

## Digital Ad Specs:

**Accepted Formats:** JPG, PNG

### Sizes:

- **Website Banner** 1080 x 420px
- **Email Newsletter Banner** 1400 x 600px
- **Classifieds Side Banner** 408 X 800px

## Send All Final Artwork to:

✉ sales@lowdownonline.com



## 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