

THE Low Down

One dollar (tax included)

TO HULL & BACK NEWS

THE ONLY PAPER SERVING ONLY THE GATINEAU HILLS SINCE 1973

RED, WHITE AND... GOLD! CANADA DAY PARTY TIME IN THE HILLS PAGE 9, 24
 Poop plan lands MRC consults on septic plant Page 7 | Hot, fast and ready to crash Edelweiss Speedway packs 'em in Page 10 | Big results for little club Dragonboat teams place Top 10 Page 17

June 23 - June 29, 2010

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Bee brothers to the bee rescue!



Weed warning
Giant Hogweed has potential to become giant problem
By Mark Burgess

Worst JOKE OF THE WEEK
A guest from France who was staying in a hotel in Edmonton shared room service for some pepper... black pepper or white pepper? asked "Dillite pepper!"

'It's the end, but it isn't the end'
Judge still not sure defamation case qualifies as SLAPP
By Mark Burgess

Free Home Evaluation
BILINGUE - BILINGUAL
The most Experienced Realtor in Chelsea - Wakefield
31 years of service
JOHN PLASKACZ
www.Melinas.ca
Call Now: 819-459-4445
Re/Max Outrigger Centre Inc. 731 Riverside Dr. Wakefield, Qc. J0X 3G0

"Business is crazy busy in a really good way – I know there is a direct link with our ad in The Low Down. We got as many calls that first week as we normally average in one month."

- Valerie Wiggins, Assurance Promutuel Outaouais (insurance company)

Tap into one of the most desirable markets in the country

The Chelsea/Wakefield area is ranked by Statistics Canada as boasting one of the highest median family incomes in the province. A thriving but small local business community means residents with high disposable incomes are not met with excessive local competition for their dollars. That's why this area is a desirable target market and the print edition of the The Low Down delivers an impressive 50% penetration rate in Chelsea and Wakefield households.

The Gatineau Hills

The Low Down is the only paper serving only the Gatineau Hills (including the municipalities of Chelsea, La Peche, Low, Cantley, Kazabazua, Lac St Marie and Denholm) since 1973.

Your ad gets noticed, not lost

People pay to read The Low Down. That means your ad is not lost in a pile of free flyers or other unsolicited mail.

Shoppers actually read your ad

A small paper is read cover-to-cover. At an average page count of 28, your ad gets noticed.

Big bang, small buck

The Low Down is your most cost-effective option. No other weekly, daily, monthly, radio or TV station beats our impact or price.

Award-winning editorial content

The Low Down wins numerous awards each year from the Quebec Community Newspaper Association and the Canadian Community Newspaper Association for our original, smart, all-local content.

And don't forget our website

Lowdownonline.com has over 9,000 visitors per month. Please ask for our web rate card.

Advertising made easy with the help of our sales director

Pam Connolly lives in our community, understands it thoroughly and knows how to tap into its potential. Her job is to make sure your ads are as effective as possible to ensure desired results. We know that if you are happy with the results, we will become part of your marketing strategy. Allow Pam to help you with the marketing strategy for your business.

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The Low Down is an independent, paid, regional newspaper established in 1973.

The Low Down covers the Gatineau Hills: the municipalities of Chelsea, La Peche, Cantley, Low, Kazabazua, Lac St. Marie, Denholm and Danford Lake. We also have many subscribers in Val-des-Monts and Ottawa.

Paid subscriptions are delivered through Canada Post; copies are sold at local outlets.

All editorial content is original, generated mainly by full and part-time reporters, with contributions from freelance writers and reader submissions.

Key Data:

Published By: The Low Down to Hull and Back News
 P.O. Box 99, 759 Riverside
 Wakefield, QC
 J0X 3G0
 www.lowdownonline.com
 Phone: 819-459-2222 Fax: 819-459-3831

Personnel:

Nikki Mantell	Publisher	nmantell@lowdownonline.com
Pamela Connolly	Advertising Director	pconnolly01@sympatico.ca
Liette Robert	Office Manager	general@lowdownonline.com

Frequency: Wednesdays, 50 times per year
Average Page Count: 28
Circulation: 3,141 (Audited by Canadian Media Circulation Audit)
Readership: 9,109
Closing Dates: Space closes each Friday at noon prior to issue date.

Email ads to: general@lowdownonline.com

Low Down on Automotive: published the second-last Wednesday of each month (subject to change with or without notice). Advertising space is limited.

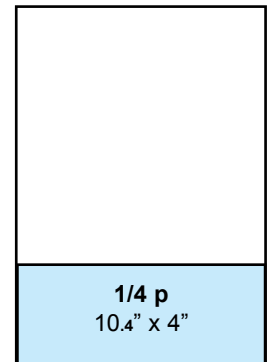
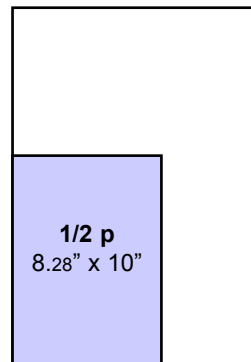
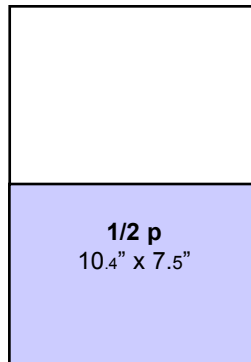
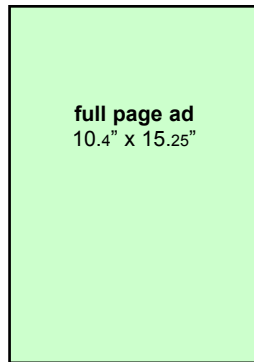
Low Down on Real Estate: published the last Wednesday of the month (subject to change with or without notice). Advertising space is limited.

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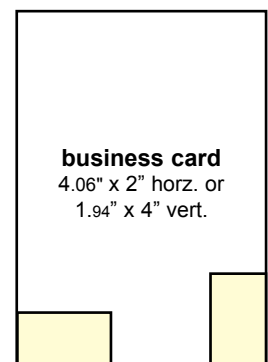
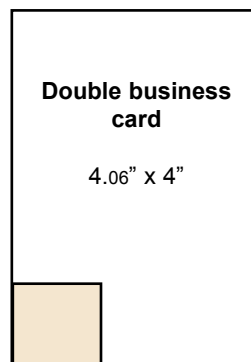
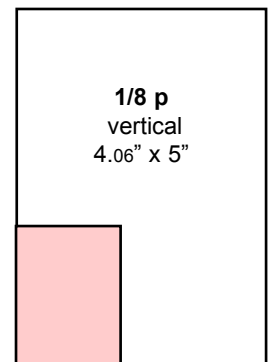
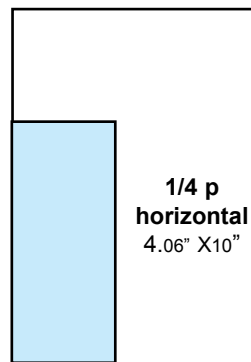
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July 2010 Popular Ad Appearance - Local Rates



Ad Size	Single insertion	12X	25X	50X
Full page	\$584	\$496	\$438	\$379
4/5	\$467	\$397	\$350	\$304
2/3	\$389	\$330	\$292	\$253
3/5	\$350	\$297	\$262	\$227
1/2	\$292	\$248	\$219	\$190
2/5	\$234	\$199	\$175	\$152
1/3	\$194	\$165	\$145	\$126
1/4	\$146	\$124	\$110	\$95
1/5	\$117	\$99	\$88	\$76
1/8	\$73	\$62	\$55	\$47
Double biz card	\$58	\$49	\$44	\$38
Business Card	\$30	\$26	\$23	\$20

All taxes are additional



Local rates: \$7.30 per column inch

Colours:

- Standard 2nd colours and process colours, per colour, per page \$150
- 4 colour process, extra per page \$350

National rates: .72 cents per agate line.

Colours:

- Standard 2nd colours and process colours, per colour, per page \$125
- 4 colour process, extra per page \$405

Inserts:

10¢ per insertion, minimum 3,000 insertions

Special Positions:

- Specialty sections: Add 10% to space charge
- Guaranteed position: Add 25% to space charge

Special Colour Sections:

Please see our calendar of special themed sections for reduced rates on colour advertising

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The following formats for electronic files are acceptable and reliable for the reproduction of ads in the newspaper publication The Low Down:

Illustrator formats include:

- Illustrator CS5 or earlier, -PDF, EPS, TIF
- Please change all fonts from text paths to “outlines”
- All images must be embedded.

Photoshop formats include:

- Photoshop CS5 or earlier, - PSD, EPS, TIF, JPEG

InDesign formats include:

InDesign CS5 or earlier, PDF, EPS, TIF

- Please "package" all InDesign ads to include all links, fonts, etc.

Colour

- Please make colour files in CMYK format
- Black and White images or files must be converted to grayscale formats for proper film and printing.

DPI

- All photoshop files should be at least 300 dpi at actual size for best printing.

Formats that DO NOT produce quality ads include:

- Desktop printer proofs that you would like to have rescanned.
The image quality of these output devices are not good enough; images may be blurry, and text may not be readable.
- Word Documents are not considered electronically ready for processing for layout or film (this includes Publisher, Excel or MS Word files).

Delivery of ad material

- Drop off to our office (759 Riverside, Wakefield, Que) Acceptable formats: CD-ROMS, DVD-ROMS
- Upload on our FTP server (please ask for instructions)
- Via e-mail (no larger than 10 MB per e-mail).

Send to general@lowdownonline.com

Along with electronic files **please include a print out of the ad** so that a visual proof can be made to ensure accuracy and consistency. The ad is your responsibility; however, should we see a problem between the two, we will try to notify you.

For any other questions please call The Low Down at **(819) 459-2222** or e-mail us your questions at **general@lowdownonline.com**