

THE LowDown

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

Rate Card #2, updated April 1, 2010

TO HULL & BACK NEWS

LowDownonline.com

Visits	81,745
Unique visitors:	40,167
Avg. visits per week:	2,300
Avg. visits per month:	9,090

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.

Keep It Local



LowDown Online Rate Card

	AD 1 of 3 rotations	PER MONTH 6 month contract
A	Leader Board (700x125)	\$140
B	Button ad (190x190)	\$35
C	(Double B button)	\$70
D	Mini Banner (485x85)	\$50

12 month contract available - ask for pricing

Price includes hotlink to client's website and/or splash page on Low Down site
Basic ad assembly included (client to provide logo, graphics, etc.)
Clients may change ads no more than 2x per month

Extra fees may apply

Ad design	\$35 / hr
Flash	+\$30

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 visuals 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.