

2019 Rate Sheet										
	Number of Issues prepaid									
	One		Three				Five			
	B&W	Colour	B&W		Colour		B&W		Colour	
Ad Size/type	Each	Each	Each	Total	Each	Total	Each	Total	Each	Total
Business Card 4x2	\$ 40.00	\$ 48.00	\$ 38.00	\$ 114.00	\$ 45.60	\$ 136.80	\$ 36.00	\$ 180.00	\$ 43.20	\$ 216.00
Two Column 3"	\$ 75.00	\$ 90.00	\$ 71.25	\$ 213.75	\$ 85.50	\$ 256.50	\$ 67.50	\$ 337.50	\$ 81.00	\$ 405.00
Two Column 4.5"	\$ 112.50	\$ 135.00	\$ 106.88	\$ 320.63	\$ 128.25	\$ 384.75	\$ 101.25	\$ 506.25	\$ 121.50	\$ 607.50
Two Column 6"	\$ 150.00	\$ 180.00	\$ 142.50	\$ 427.50	\$ 171.00	\$ 513.00	\$ 135.00	\$ 675.00	\$ 162.00	\$ 810.00
Small Banner 10x3	\$ 150.00	\$ 180.00	\$ 142.50	\$ 427.50	\$ 171.00	\$ 513.00	\$ 135.00	\$ 675.00	\$ 162.00	\$ 810.00
Quarter Page 5x7.5	\$ 195.00	\$ 234.00	\$ 185.25	\$ 555.75	\$ 222.30	\$ 666.90	\$ 175.50	\$ 877.50	\$ 210.60	\$ 1,053.00
1/3 Page Banner Horizontal 10x5.25	\$ 250.00	\$ 300.00	\$ 237.50	\$ 712.50	\$ 285.00	\$ 855.00	\$ 225.00	\$ 1,125.00	\$ 270.00	\$ 1,350.00
1/3 Page Banner Vertical 3.5x15	\$ 250.00	\$ 300.00	\$ 237.50	\$ 712.50	\$ 285.00	\$ 855.00	\$ 225.00	\$ 1,125.00	\$ 270.00	\$ 1,350.00
Half Page Horizontal 10x7.25	\$ 362.50	\$ 435.00	\$ 344.38	\$ 1,033.13	\$ 413.25	\$ 1,239.75	\$ 326.25	\$ 1,631.25	\$ 391.50	\$ 1,957.50
Half Page Vertical 4.75x15	\$ 362.50	\$ 435.00	\$ 344.38	\$ 1,033.13	\$ 413.25	\$ 1,239.75	\$ 326.25	\$ 1,631.25	\$ 391.50	\$ 1,957.50
Add 13% HST to all prices										

Next publication February 7, 2019
Deadline for reserving placement January 25.
Deadline for ad copy January 31

Contact ads.in.echo@gmail.com or
call 613-878-4846 for ordering or more information.

Advertising Guide

The Lowertown Echo is Lowertown's only community newspaper, proudly serving residences and businesses in the Lowertown/Byward Market area: from the Rideau River to the Rideau Canal and from the Ottawa River to Rideau Street.

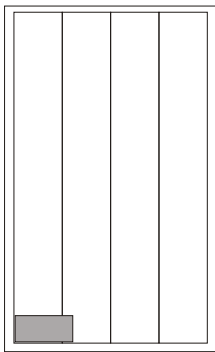
The Echo is a free publication that addresses community issues of development, business, cultural & civic events, heritage, environment and arts in Ottawa's oldest neighbourhood.

Published five times per year, the Echo offers an opportunity to target both local residents and patrons of the Byward Market. Community volunteers and Canada Post distribute 8000 copies to all residents and businesses in Lowertown as well as placing extra copies in coffee-shops, restaurants, hair salons and retail stores.

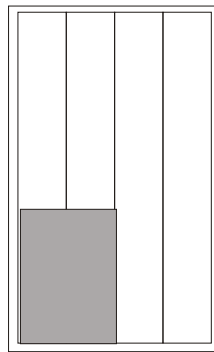
Artwork guidelines: please e-mail artwork as print ready PDF files with embedded fonts and 300DPI/PPI resolution.

Payment is due upon publication. We accept payment by Interac e-transfer, VISA- Mastercard (2% surcharge) or by cheque made payable to The Lowertown Community Association.

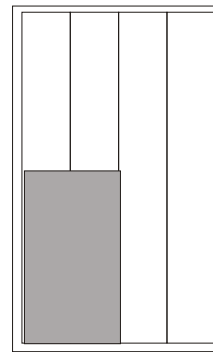
To contact us with advertising enquiries and to send artwork and e-transfer payments, please address e-mail to ads.in.echo@gmail.com For more information, contact John Chenier at 613-878-4846.



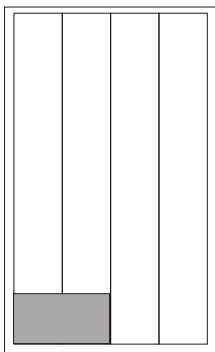
Business card
4 x 2



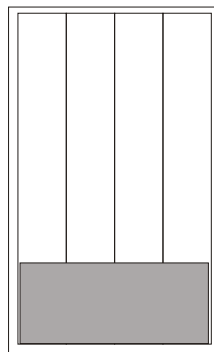
Two-column 6"
5 x 6



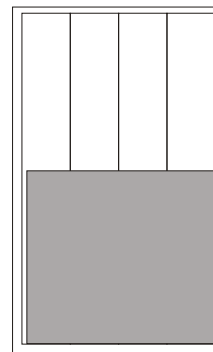
Quarter page
5 x 7.75



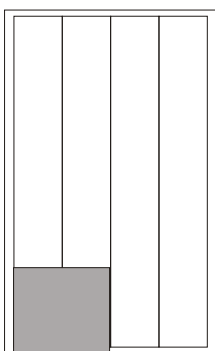
Two-column 3"
5 x 3



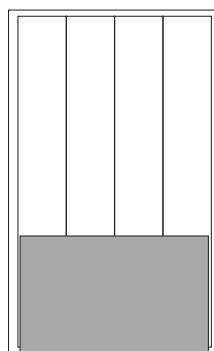
Small banner
10 x 3.25



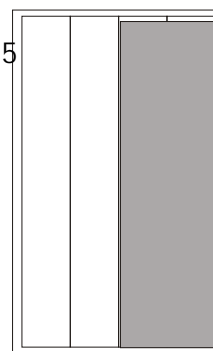
Half page
Horizontal
10 x 7.25



Two-column 4.5"
5 x 4.5



1/3 page banner
Horizontal 10 x 4.75
Vertical 3.25 x 15



Half page
Vertical
4.75 x 15