

The Lowertown

# Echo

de la Basse-Ville

LE JOURNAL  
COMMUNAUTAIRE  
DE LA BASSE-VILLE

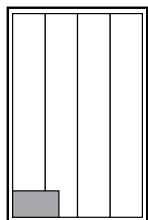
THE LOWERTOWN  
COMMUNITY  
NEWSPAPER

## ADVERTISING GUIDE

The Lowertown Echo is Lowertown's only community newspaper proudly serving over 7,500 residences in the Lowertown/Byward Market neighbourhood from the Rideau River to the Rideau Canal and from the Ottawa River to Rideau Street. The Echo is a free, bimonthly publication in collaboration with the Lowertown Community Association that addresses community issues of heritage, development, and environment in Ottawa's oldest neighbourhood. To our local Lowertown businesses, The Echo offers an opportunity to target local residents and potential regulars who will return to your business again and again.

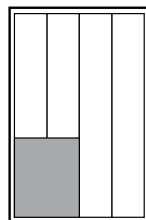
Each issue will always feature news from the Lowertown Community Association, safety information from our Ottawa Police Community Officer, a local heritage article, a local business profile, and news about the many construction projects affecting our neighborhood. Personal interest stories have in the past included gardening and snow shovelling tips, as well as personal stories from local residents.

**Ad Sizes and Rates** The Echo is not intended as a profit-generating publication. Advertising rates reflect only the cost of printing and distribution. The Echo offers a discount to businesses that commit to publishing multiple ads per year, and preferential placement is available on request. The sizes below are suggestions. We can work with almost any size ad.



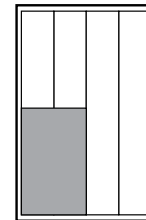
Business Card  
3.5 x 2

\$55



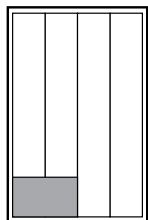
Two Column 6"  
4.75 x 6

\$180



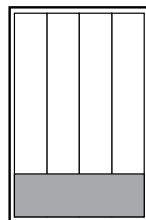
Quarter Page  
4.75 x 7.75

\$215



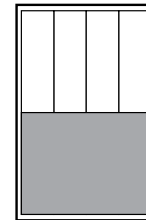
Two Column 3"  
4.75 x 3

\$110



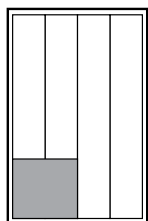
Small Banner  
9.75 x 3.25

\$200



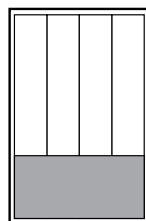
Half Page  
9.75 x 7.75

\$400



Two Column 4.5"  
4.75 x 4.5

\$145



1/3 Page Banner  
9.75 x 4.75

\$300



Full Page  
9.75 x 15.5

\$650

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**Artwork Guidelines** Artwork should be submitted in a digital format by email to [echo@lowertown-basseville.ca](mailto:echo@lowertown-basseville.ca). Ideally, artwork should be black and white, at a resolution of 300 dpi, and in PDF or JPG/BMP file formats. Please limit file sizes to a maximum of 6 MBs.

**Editorial Calendar/Deadlines** Artwork is due at least two weeks before delivery of each issue. Our annual publication dates are:

Issue	Artwork Due	Delivery
Jan/Feb	Two Weeks Before Delivery	Last Weekend of December
Mar/April	Two Weeks Before Delivery	Last Weekend of February
May/June	Two Weeks Before Delivery	Last Weekend of April
July/Aug	Two Weeks Before Delivery	Last Weekend of June
Sept/Oct	Two Weeks Before Delivery	Last Weekend of August
Nov/Dec	Two Weeks Before Delivery	Last Weekend of October

**Payment** Payment is due upon publication, and should be made payable to Lowertown Community Association. Unfortunately, we are unable to accept payment by credit or debit cards at this time.

**Right of Refusal** The Lowertown Community Association and The Echo's editorial team reserve the right to withhold from publication any advertising deemed inappropriate. If advertising space is unavailable at the time of publication, we will contact you to arrange placement in the next publication or offer a full refund.

For advertising enquiries, please contact:

Merle Reid  
613-567-4615  
[merle.reid@sympatico.ca](mailto:merle.reid@sympatico.ca)