

The Advisor

Rate Card 2021-2022



Members **SAVE 50%** on regular advertising rates.

SAVE **25%** when booking 4 Editions.

Ad Size <small>Prices do not include HST.</small>	Member Rate		Non-Member	
	1 Edition	4 Editions	1 Edition	4 Editions
Outside Back Cover	\$325	\$975	\$650	\$1,950
Inside Cover (Front/Back)	\$225	\$675	\$450	\$1,350
Full Page	\$175	\$525	\$350	\$1,050
1/2 Page	\$125	\$375	\$250	\$750
1/4 Page (Block/Horizontal)	\$100	\$300	\$200	\$600
1/6 Page (Vertical/Horizontal)	\$75	\$225	\$150	\$450



8.5" x 11"
(with 0.25" bleed)



7.5" x 4.836"



Block
3.67" x 4.836"
Horizontal
7.5" x 2.333"



Vertical
2.25" x 4.836"
Horizontal
4.836" x 2.25"

The Advisor will be published: Sept. 2021; Dec. 2021; March 2022; June 2022.

Reach **13,800+** Potential New Customers



Additional Advertising Benefits

Purchase 1/6 pg in 4 Editions

- Linked Company Logo on *The Advisor* section of NLOWE website

Purchase 1/4 pg or 1/2 pg in 4 Editions

- Linked Company Logo on *The Advisor* section of NLOWE website.
- Linked Company Logo in NLOWE *Weekly Updates* for 1-year period.

Purchase Full page or Cover in 4 Editions

- Linked Company Logo on *The Advisor* section of NLOWE website.
- Linked Company Logo in NLOWE *Weekly Updates* for 1-year period.
- Quarterly (4) shout-outs on three of NLOWE's *Social Media* channels.



Distribution *per issue*

2,300 Print Distribution

- 800 Mail-out
- 500 Business & Conferences
- 1,000 Community Partner Distribution

11,500 Electronic Distribution

- 1,500 Mailing List
- 10,000+ Social Media

For more info or to book your ad, please contact: Gail Woodfine, Marketing and Communications Coordinator

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