



# PATHWAYS

WINTER 2022 RATE CARD

MIND • BODY • SPIRIT • ECO RESOURCES  
IN THE WASHINGTON DC METRO AREA

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7407 Aspen Ave., Takoma Park, MD 20912

Now in Our 47th Year of Service to the Community  
[www.PathwaysProductions.com](http://www.PathwaysProductions.com)

Greetings Pathways Community,

Marketing opportunities for Winter 2022 are available in print in our magazine and online through our website. Our FREE online perks support your print advertising promotional efforts. For Expo vendors, ask us about bundling a booth with a customized advertising package to meet your needs and budget. We also provide design services to help bring your ideas to life. Contact us when you're ready — we're here to answer questions and assist with creating an affordable marketing plan to help your business thrive.

Order Ad Placements easily and securely online:  
[www.PathwaysProductions.com/advertising](http://www.PathwaysProductions.com/advertising)

## WINTER 2022 PRINT DEADLINES

Ads Requiring Design Service: November 1  
Print-Ready/Calendar/Directory: November 11  
Digital Release: November 21  
Print Edition: Week of November 21

Take advantage of these FREE perks that come with your Print Ad:

### With FULL Page Ad:

- 1 Large Web Banner
- 1 Premium Directory Listing (2 categories)
- Calendar Listings

### With HALF Page Ad:

- 1 Small Web Banner
- 1 Premium Directory Listing (2 categories)
- Calendar Listings

### With QUARTER Page Ad:

- 1 Small Web Banner
- 1 Basic Directory Listing (2 categories)
- Calendar Listings

### With SIXTH Page Ad:

- 1 Basic Directory Listing (2 categories)
- 1 Calendar Listing

**All free perks run for the duration of the current issue cycle only.**

## Print Advertising Rates:

**Single placements: one ad per quarter**

**Discounted placements: commitment to run ad in four consecutive issues**

**Full Page — 8<sup>3/4</sup>" x 11"**

Single Placement... \$700 / Discount \$650

**Half Page — 8<sup>3/4</sup>" x 5<sup>3/8</sup>" or 4<sup>1/4</sup>" x 11"**

Single Placement... \$400 / Discount \$375

**Quarter Page — 4<sup>1/4</sup>" x 5<sup>3/8</sup>"**

Single Placement... \$250 / Discount \$225

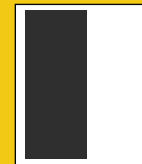
**Sixth Page — 4<sup>1/4</sup>" x 3<sup>3/8</sup>"**

Single Placement... \$150 / Discount \$125

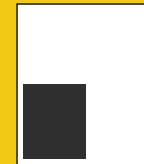
Dimensions are Width x Length. All display ads offered in color at no additional charge.



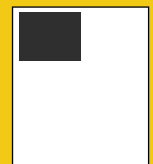
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



QUARTER PAGE



SIXTH PAGE

## Pathways Productions Upcoming Event:

### Winter Holiday Market 2022:

Sunday, December 11, 10AM-6PM  
Silver Spring Civic Center, Silver Spring, MD

### Booth (8 ft x 8 ft) + Online Marketplace AD

Incls. 6 ft table, 2 chairs, in Great Hall or Main Level Atrium

**\$400 – early bird rate, if paid by November 11, 2022**

\$450 – rate after November 11, 2022

Only 75 vendor spaces available, so booths and locations will be assigned on a first-come, first-serve basis.

### WINTER MARKET BUNDLE

Contact us for more information, and to discuss how to bundle and personalize with print advertising to meet your budget and needs.

### Winter Market Vendor Online Application:

[pathwaysproductions.com/expos-and-events/vendor-information/](http://pathwaysproductions.com/expos-and-events/vendor-information/)  
Questions? Email: [naturallivingexpo@gmail.com](mailto:naturallivingexpo@gmail.com)

