



PATHWAYS

WINTER 2023 RATE CARD

Greetings Pathways Community,

Marketing opportunities for Winter 2023 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

WINTER 2023 PRINT DEADLINES

Ads Requiring Design Service: November 1
 Print-Ready/Calendar/Directory: November 10
 Digital Release: Week of November 27
 Print Edition: Week of November 27

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.

Expo + Advertising Bundles

- 1 Booth + 1 Sixth Page \$450 (\$75 Savings)
- 1 Booth + 1 Quarter Page \$500 (\$125 Savings)
- 1 Booth + 1 Half Page \$600 (\$175 Savings)
- 1 Booth + 1 Full Page \$850 (\$225 Savings)

**all bundles include a FREE Online Marketplace Listing*

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

office: 240-247-0393 | email: pathwaysads@gmail.com
 7407 Aspen Ave., Takoma Park, MD 20912

Now in Our 48th Year of Service to the Community
www.PathwaysProductions.com

Print Advertising Rates:

Single placements: one ad per quarter

Discounted placements: commitment to run ad in four consecutive issues

Full Page — 8^{3/4}" x 11"

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

Half Page — 8^{3/4}" x 5^{3/8}" or 4^{1/4}" x 11"

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

Quarter Page — 4^{1/4}" x 5^{3/8}"

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

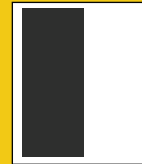
Sixth Page — 4^{1/4}" x 3^{3/8}"

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

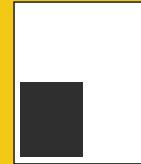
Dimensions are Width x Length. All display ads offered in color at no additional charge.



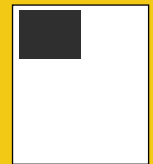
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



QUARTER PAGE



SIXTH PAGE

Pathways Productions Upcoming Event:

Spring 2024 Natural Living Expo:

Sunday, April 7, 10 AM–6 PM
 Hilton McLean-Tysons Corner, McLean, VA

Vendor Booth:

8 ft x 8 ft + Online Marketplace AD
 Incls. 6 ft table/tablecloth, 2 chairs, electrical access

\$375 — early bird rate, if paid by February 1st
 \$450 — rate after February 1st

SPRING EXPO BUNDLE

Maximize your Expo participation with an Expo Booth + Advertising package. Options are available for every budget, and packages come with free extras to support your marketing goals.

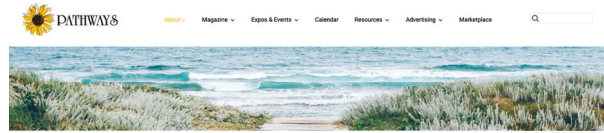
Spring Expo Vendor Online Application:

pathwaysproductions.com/expos-and-events/vendor-information/
 Questions? Email: pathwaysads@gmail.com

Pathways ONLINE Advertising

The Pathways website continues to expand and attract visitors. Web Banners. Pathways Calendar. Pathways Directory... We offer these promotional opportunities with online-only individual pricing, or in conjunction with print advertising.

Rotating Web Banners



About Pathways

Pathways Productions is a full-service advertising, marketing, event and publishing company serving the mind, body, spirit community since 1979. Through our quarterly and online publications, and our scheduled hosted events, we are committed to providing the public with free or affordable access to local resources that focus on holistic health and wellness practices, spirituality and personal growth, community activism and outreach, and stewardship to the environment. It is our intent to provide this access through information, ideas, events, goods and services.

Since the start, we have been a small, family run business, founded by Lou DeSaba, Pathway's long-time Publisher, who retired in Summer 2021 after almost 40 years at the helm. At present, we have a women-led team dedicated to helping all businesses—local, small, independent, women & minority-owned—succeed and thrive. Over the years, we have expanded our offerings to include live events, most notably the widely successful and always popular Natural Living Expo.

The articles and resources offered by Pathways Magazine and its affiliated hosted events demonstrate a common belief on the part of local individuals, businesses and contributors that sharing ideas and expertise builds community and commerce in a spirit of unity, cooperation and understanding while maintaining a high level of integrity, responsibility and service. Our names and our events reflect a



Located on strategic, high-traffic pages on the website. Pricing is per quarter (3 months). Banner ad sizes are pixel width x height. Ad design service available for a one-time fee.

- Small Web Banner** | 500 x 500 px — \$100
- Large Web Banner** | 500 x 750 px — \$150
- Headline Banner** | 600 x 150 px — \$400
- Web Banner Design Fee** — \$15

Online Directory

Our extensive guide to products and services, searchable in 90+ categories, A-to-Z. Two listing tiers display your business contact information and description, plus other optional links. Both listings types include a live map link and 2 category placements.

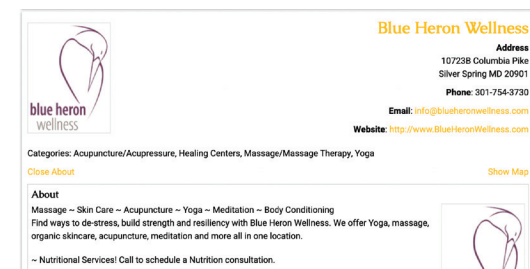
• Basic Listing — \$50 ea. / year

Description (100 words max) + Website & social media links



• Premium Listing — \$100 ea. / year

Description (250 words max) + Business Logo/ Image + Website & social media links

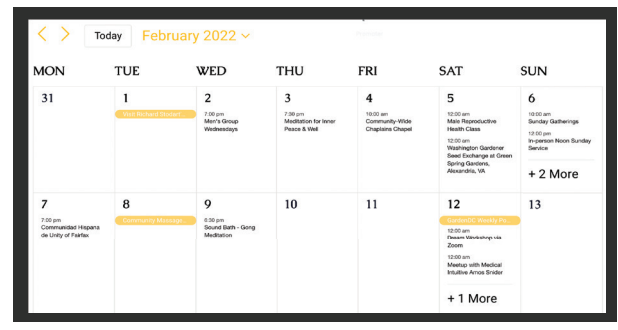


Online Events Calendar — \$5 per event listing

Reach a wide audience interested in mind-body-spirit-eco events. Promote in-person and/or virtual workshops, podcasts, retreats, trainings, meetups and more... Listings appear in print and online.

Submit Listings online at:

www.pathwaysmagazineonline.com/calendar/



Submitting Your Ad, Materials, Perks

Send Your Print-Ready Ad

Email us your own display ad or web banner when created with our size/art/ — OR — web design specs.

Send Us Your Build Materials

Provide the text (in Word file or shared Google doc), along with any layout/design notes. Graphics, logos, and/or photos to be included must be sent as separate JPG or PNG files.

Claim Your Perks

Submit your Directory and Calendar listings via the online forms we send you when your Advertising Order is received.

Print Ad Design Specs:

- Line art at 400 dpi; photos at 200 dpi.
- Ads should be built with CMYK color standard using true black and saved as JPG files. PDFs are acceptable if built with CMYK/true black, but print quality may vary due to conversion.

Design Fees:

- Full Page \$100
- Half Page \$75
- Web Banner \$15
- Quarter Page \$50
- Sixth Page \$30

Submit Ads, build materials, and any questions to: pathwaysads@gmail.com

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