



# PATHWAYS

## SUMMER 2024 RATE CARD

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

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

Now in Our 49th Year of Service to the Community  
[www.PathwaysProductions.com](http://www.PathwaysProductions.com)

Greetings Pathways Community,

Marketing opportunities for Summer 2024 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)

### SUMMER 2024 PRINT DEADLINES

Ads Requiring Design Service: May 10  
Print-Ready/Calendar/Directory: May 20  
Digital Release: Week of May 27  
Print Edition: Week of June 3

### 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 Premium 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 (\$85 Savings)
- 1 Booth + 1 Quarter Page \$500 (\$135 Savings)
- 1 Booth + 1 Half Page \$600 (\$185 Savings)
- 1 Booth + 1 Full Page \$850 (\$235 Savings)

*\*all bundles include a FREE Online Marketplace Listing*

### 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... \$710 / Discount \$660

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

Single Placement... \$410 / Discount \$385

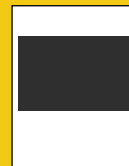
**Quarter Page — 4<sup>1/4</sup>" x 5<sup>3/8</sup>"**

Single Placement... \$260 / Discount \$235

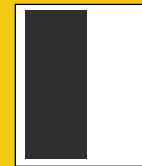
**Sixth Page — 4<sup>1/4</sup>" x 3<sup>3/8</sup>"**

Single Placement... \$160 / Discount \$135

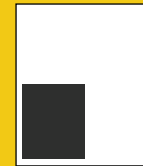
Dimensions are Width x Length. All display ads offered in color at no additional charge.



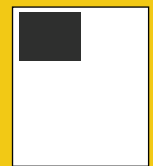
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



QUARTER PAGE



SIXTH PAGE

### Pathways Productions Upcoming Event: FALL 2024 Natural Living Expo:

October 6, 10AM – 6PM  
Samuel Riggs IV Alumni Center,  
on the University of Maryland Campus, College Park, MD

#### 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 August 1st  
\$450 — rate after August 1st

#### FALL 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.*

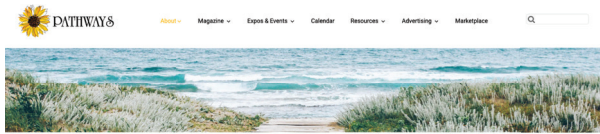
#### Fall Expo Vendor Online Application:

[www.pathwaysproductions.com/vendor-info](http://www.pathwaysproductions.com/vendor-info)  
Questions? Email: [pathwaysads@gmail.com](mailto:pathwaysads@gmail.com)

## Pathways ONLINE Advertising

The Pathways website offers promotional opportunities — Web Banners, Pathways Calendar and Pathways Directory — 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 it.



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.

**Submit Listings online at:**

[www.pathwaysmagazineonline.com/calendar/](http://www.pathwaysmagazineonline.com/calendar/)

MON	TUE	WED	THU	FRI	SAT	SUN
31	1 *Workshop: Inner Peace & Well	2 7:00 pm Men's Group Wednesday	3 7:00 pm Meditation for Inner Peace & Well	4 10:00 am Community Wine Chaplain's Chapel	5 10:00 am Male Reproductive Health Class 12:00 pm Washington Gardens Seed Exchange at Green Spring Gardens, Alexandria, VA	6 10:00 am Sensory Gatherings 12:00 pm In-person Noon Sunday Service + 2 More
7 7:00 am Communitarian Hesperia on Unity of Pathways	8 *Workshop: Mindfulness	9 6:00 pm Social Bath - Gong Meditation	10	11	12 12:00 pm In-person Workshop: The Zoom 10:00 am Meeting with Medical Initiative Anne Strider	13 + 1 More

## 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/web design specs.

### 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.

### Claim Your Perks

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

### Pathways Design Service: For the Busy or Novice Advertiser

Send us your build materials and we create an ad for you for a one-time fee! You must provide the text (in Word file or shared Google doc), plus any layout/design notes. Graphics, logos, and/or photos to be included must be sent as separate JPG or PNG files. **Please ensure the accuracy of all submitted materials prior to sending.**

### Design Fees\*:

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

\* Includes 2 rounds of proofing/review; additional rounds may incur an additional fee

Submit Ads, build materials, and any questions to: [pathwaysads@gmail.com](mailto:pathwaysads@gmail.com)

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