



# PATHWAYS

## 2026 RATE CARD

MIND • BODY • SPIRIT • ECO RESOURCES  
IN THE MD-DC-VA REGION

[www.PathwaysProductions.com](http://www.PathwaysProductions.com)

Email: [pathwaysads@gmail.com](mailto:pathwaysads@gmail.com) | Phone: 240-429-7850

Marketing opportunities are available in print in our magazine and online through our website. We support your promotional efforts with:

- Additional FREE online perks with your print advertising
- Expo booth + Advertising deals for vendors
- Ad design and copywriting service

Contact us for answers and assistance with creating an affordable marketing plan to help your business thrive.

### Print Advertising Rates:

*Single placements: one ad per quarter*

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

**Full Page — 8.75" x 11"**

Single Placement... \$710 / Discount \$660

**Half Page — 8.75" x 5.375" or 4.25" x 11"**

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

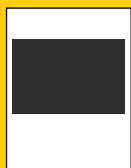
**Quarter Page — 4.25" x 5.375"**

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

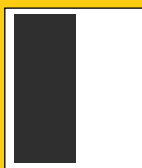
**Sixth Page — 4.25" x 3.375"**

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

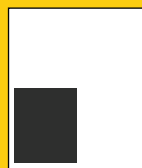
Dimensions are Width x Height. All display ads offered in color at no additional charge.



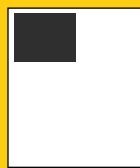
HALF PAGE  
HORIZONTAL



HALF PAGE  
VERTICAL



QUARTER PAGE



SIXTH PAGE

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

### 2026 PRINT DEADLINES

We must receive your materials by the following dates for each issue.

	SPRING	SUMMER	FALL	WINTER
Materials Due for Design Service	Feb. 9	May 4	Aug. 24	Nov. 13
Print-Ready Ads + Calendar Listings	Feb. 13	May 8	Aug. 28	Nov. 18
Digital + Print Distribution Date	Week of Feb. 23	Week of May 18	Week of Sept. 14	Week of Dec. 1

### 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 (6 max.)

#### With HALF Page Ad:

- 1 Small Web Banner
- 1 Premium Directory Listing (2 categories)
- Calendar Listings (3 - 6)

#### With QUARTER Page Ad:

- 1 Premium Directory Listing (2 categories)
- Calendar Listings (3 max.)

#### 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.*

### 2026 Natural Living Expo Dates & Deals!

**Spring 2026 – March 22**

Hilton McLean-Tysons Corner, McLean, VA

**Summer 2026 – June 7**

Samuel Riggs IV Alumni Center, U of Maryland, College Park, MD

**Fall 2026 – October 25**

Hilton McLean-Tysons Corner, McLean, VA

#### Vendor Booth\*:

8 ft x 8 ft, Incls. 6 ft table/tablecloth, 2 chairs, electrical access

#### PAYMENT DEADLINES

	Sp 2026	Su 2026	Fall 2026
Early Bird Rate – \$375	Feb 2	May 1	Aug 3
Standard Rate – \$450	Feb 13	May 15	Aug 28
* 3-Expo Pkg Rate – \$1000	----- Contact Us -----		

(\$2000 dbl. booth)

*\*Note: A limited number of 4 ft x 4 ft booths are offered for each Expo. Contact us directly about availability and pricing.*

#### Save Money With Expo + Advertising Bundles!

Maximize your Expo visibility while enjoying substantial savings! Bundles are available for every budget and come with free extras to support your marketing goals.

Apply Now! Expo Vendor Online Application:

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

#### Expo + Advertising Bundles\*

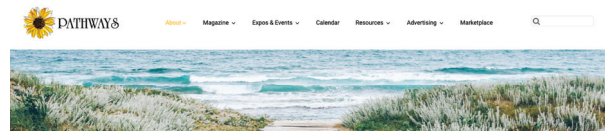
- 1 Booth + 1 Sixth Page \$475 (\$60 Savings)
- 1 Booth + 1 Quarter Page \$540 (\$95 Savings)
- 1 Booth + 1 Half Page \$650 (\$135 Savings)
- 1 Booth + 1 Full Page \$900 (\$185 Savings)

*\*Add \$375 to any option for Double Booth.  
Contact us for 3-Expo Deal ad pricing.*

## 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

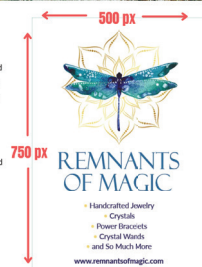


#### About Pathways

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 mission and our vision reflect a*



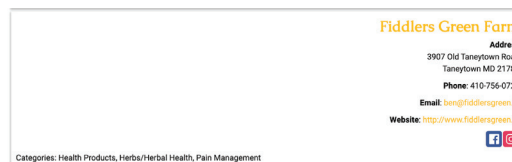
Located on strategic, high-traffic pages on the website. Pricing is per quarter (3 months). Banner ad sizes are pixel width x height. Ad design service available for a one-time fee.

- 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

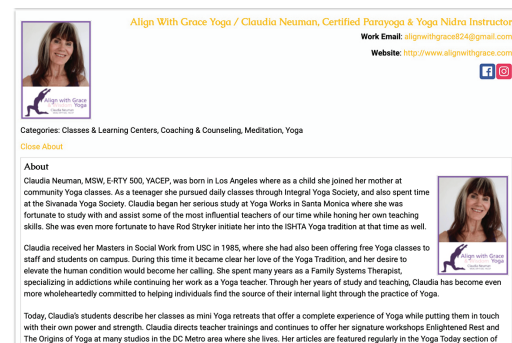
## Online Directory

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



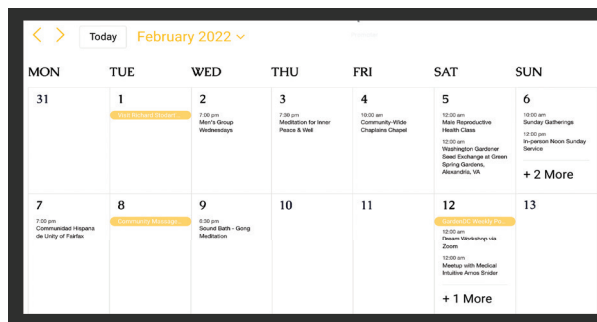
• **Premium Listing** — \$100 ea. / year  
Description (250 words max) + Business Logo/Image + Website & social media links



## 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. Ongoing events appear in print ONCE, and as a recurring listing within the online calendar for the duration of the season. Listings must be received by current issue deadlines to appear in print, otherwise the listing will be online only.

**Submit Listings online at:**  
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/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.*

**Copywriting Fee:** \$25/hr flat rate

### Design Fees\*:

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

**Order Ad Placements Online:**  
PathwaysProductions.com/advertising