

Advertise in *The Lowell* News Magazine

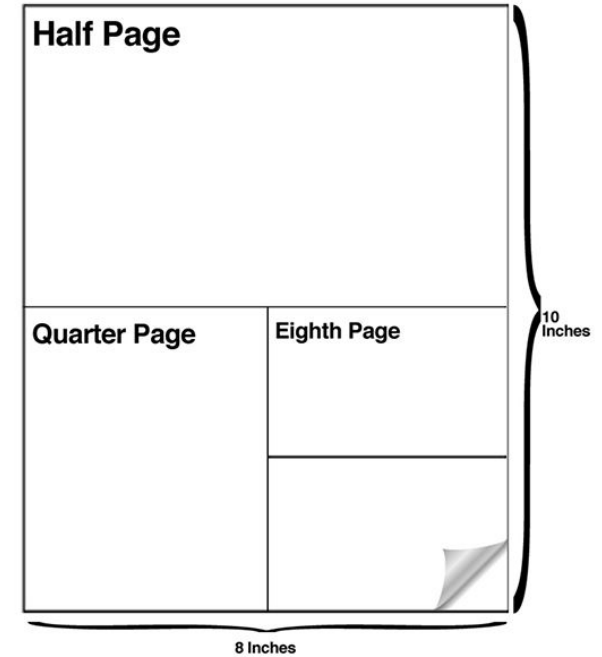
The Lowell offers many print advertisement options for our magazine. Advertisements may be purchased for a single issue or for multiple issues.

The current prices are shown here.

If you are interested in placing an ad in the magazine, please email us at thelowellads@yahoo.com.



Print Advertisement Sizes



| Ad Size | 1 issue | 2 issues | 3 issues | 4 issues | 5+ issues |
|-------------------------------------|------------|--------------|------------|--------------|------------|
| Eighth page (4 x 2.5 in) | \$60 each | \$57.50 each | \$55 each | \$52.50 each | \$50 each |
| Quarter Page (4 x 5 in) | \$120 each | \$115 each | \$110 each | \$105 each | \$100 each |
| Half Page (8 x 5 in) | \$240 each | \$ 230 each | \$220 each | \$210 each | \$200 each |
| One Page (8 x 10 in) | \$480 each | \$460 each | \$440 each | \$420 each | \$400 each |
| Two Page Spread (16 x 10 in) | \$960 each | \$920 each | \$880 each | \$840 each | \$800 each |

Print advertising images must have a minimum resolution of 300ppi.

20% service fee if advertisement design is not provided.

5% discount when both online and print advertisements are purchased. Not applicable to packages.

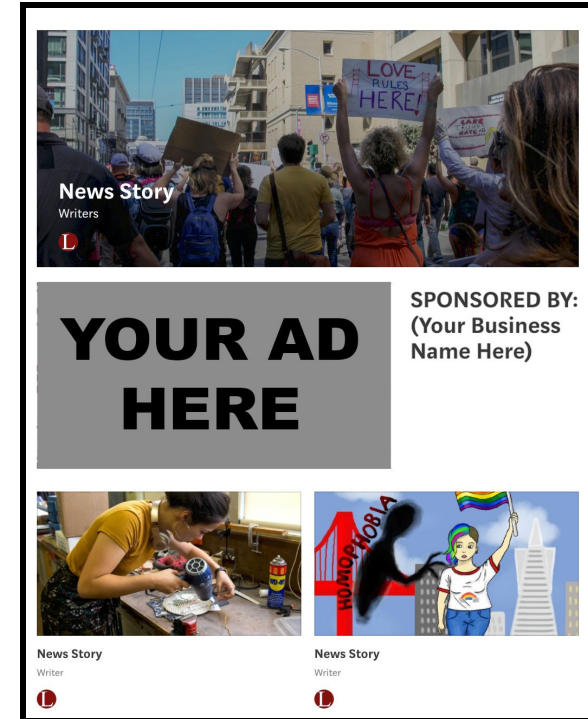
5% discount for returning advertisers.

Advertise Online on *TheLowell.org*

We offer advertisements on our website, *TheLowell.org*. Our website gets 2,500+ page views from unique visitors each week and is a great way to reach even more students, parents, and alumni beyond our print edition.

Online advertisements are available in a homepage/in-story bundle. The current prices are shown here.

If you are interested in placing online ads, please email us at thelowellads@yahoo.com.



| # Months Purchased* | 1 | 2 | 3 | 4 | Additional months |
|----------------------------|-------|-------|-------|--------|-------------------|
| Homepage + In Story Bundle | \$295 | \$590 | \$885 | \$1180 | +\$250 |

700px minimum width. 375px height recommended in order for your image to remain uncropped on the home screen.

Online advertising images must have a minimum resolution of 72ppi.

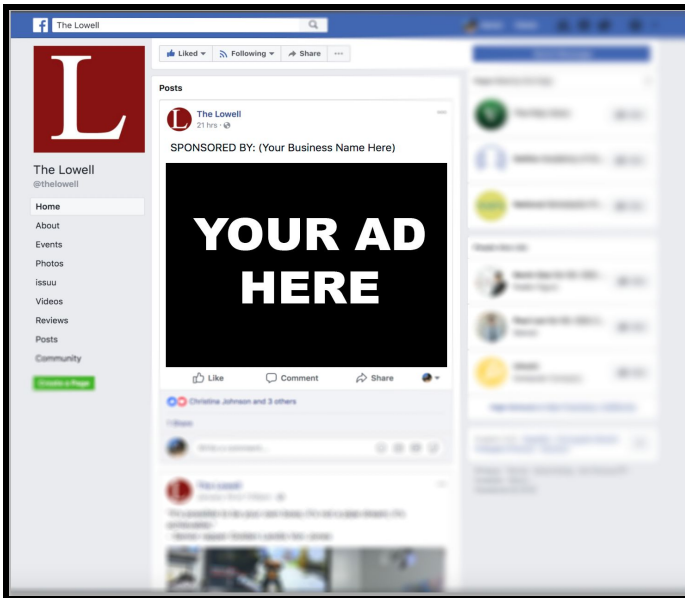
*One month is equivalent to 4 weeks (28 days)

20% service fee if advertisement design is not provided.

5% discount when both online and print advertisements are purchased. Not applicable to packages.

5% discount for returning advertisers.

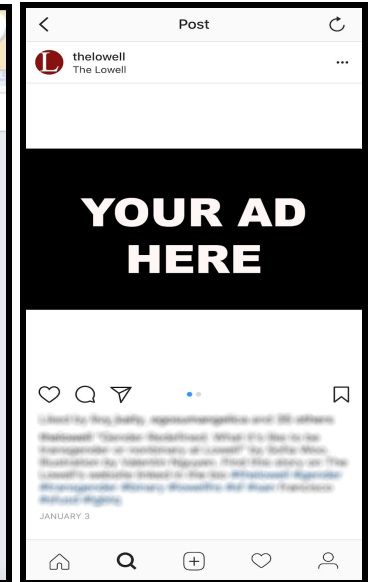
Advertise On Our Social Media Platforms



Facebook



Twitter



Instagram

| # of Posts/month | 2 | 4 | 6 | 8 | Additional Posts |
|-----------------------------|------------|------------|-------------|-------------|------------------|
| Twitter and Instagram | \$40/month | \$80/month | \$120/month | \$160/month | +\$15/each |
| Facebook (2,000+ followers) | \$50/month | \$90/month | \$130/month | \$170/month | +\$20/each |

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5% discount for returning advertisers.

Save with *The Lowell Packages*

The Lowell Packages offer advertising across multiple news platforms. Reach a wider audience at a discounted rate.

| Standard Package | Premium Package | Deluxe Package |
|---|---|---|
| <p>Includes:</p> <ul style="list-style-type: none"> • 3 print ads (any size) • 3 months of online advertisements | <p>Includes:</p> <ul style="list-style-type: none"> • 3 print ads (any size) • 3 months of online advertisements • 4 posts on social media (Facebook) | <p>Includes:</p> <ul style="list-style-type: none"> • 4 print ads (any size) • 4 months of online advertisements • 6 posts on each social media platform (Facebook, Twitter, & Instagram) |
| <p>10% OFF of Regular Price</p> <p>SAVE UP TO \$177*</p> | <p>20% OFF of Regular Price</p> <p>SAVE UP TO \$723*</p> | <p>25% OFF of Regular Price</p> <p>SAVE UP TO \$1198*</p> |

*Total price and discounts will vary depending on size of print ad.

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5% discount for returning advertisers.