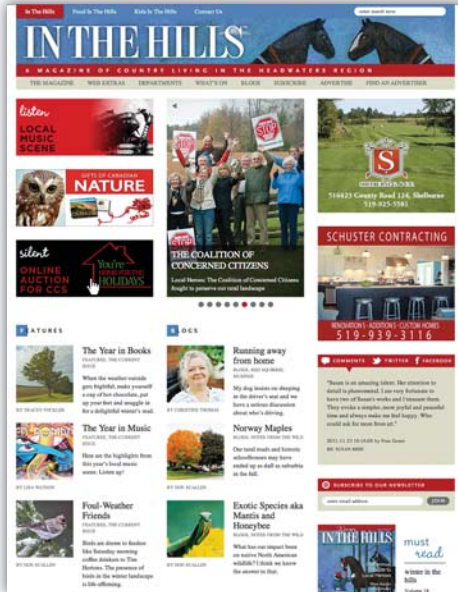


# 2012 Web Advertising Planning Guide

# Online IN THE HILLS

.ca



## From our site to yours in one quick "click!"

In The Hills offers an exciting opportunity for advertisers to reach the growing demographic of local online readers – through a source they value and trust.

For 19 years In The Hills magazine has provided advertisers with an unparalleled opportunity to reach informed readers in the Headwaters region – readers who care about their community, who want to shop locally, and who value quality.

These loyal print readers now spend more and more of their work and leisure time online: shopping, researching, connecting with friends and family.

### Attention print advertisers, take advantage of our 50% discount to the online rates.

Bundle your print display ad in In The Hills magazine with an online ad and pay only half the online rate!

Examples:

- print ad single insertion = web ad for 3 months at half price
- print ad four insertions = web ad for 12 months at half price

For information about online and print advertising, contact

#### Roberta Fracassi

Home office 519-942-9944  
roberta@inthehills.ca  
Orangeville, Shelburne, Creemore,  
areas north of Hwy 9

#### Sarah Aston

Home office 519-940-4884  
sarah@inthehills.ca  
Caledon, Erin, areas south of Hwy 9

### At our online home readers can:

- Enjoy web exclusive content, including audio and video extras, entertaining blogs, and up-to-the-minute news about community events
- Comment and connect with other readers in the community through Facebook and Twitter feeds
- Delve more deeply into subjects featured in the magazine
- Explore favourite articles from past issues
- Find local businesses for goods and services

Best of all, each quarterly issue of In The Hills magazine actively directs readers to our online content with its interactive features and lively, fresh information that keeps them returning again and again.

[www.inthehills.ca](http://www.inthehills.ca)

See over for online rates and our special discount for combination print and online buys.

2012 ONLINE RATES

RATES INCLUDE A FREE BUSINESS LISTING

MONTHS	3	6	9	12
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<b>UPPER SQUARE</b> 300 PIXELS X 250 PIXELS				
\$	360	600	765	840

<b>LOWER SQUARE</b> 300 PIXELS X 250 PIXELS				
\$	345	570	720	780

<b>RECTANGLE</b> 300 PIXELS X 125 PIXELS				
\$	240	420	540	600

<b>SQUARE BUTTON</b> 125 PIXELS X 125 PIXELS				
\$	150	270	360	420

Our online content reflects the same high editorial and production standards that have earned In The Hills magazine its reputation as a trusted community resource for so many years.

A click on your ad takes readers directly to your website. Ads rotate equally. The number of ads is limited for each position, so book your spot early!

**Terms**

Payment is due on order. Visa and MasterCard accepted.

**Ad specifications**

Recommended maximum download file size: 30k; formats: .gif, .jpg  
Submit artwork to: vjones@inthehills.ca

**Need your ad designed?**

Creative services available at \$50/hour.

IMAGES FRONT : Snowshoeing, Larry Kurtz and food bank volunteers by Pete Paterson;  
BACK : Snow buntings by Robert McCaw

The screenshot shows the homepage of 'IN THE HILLS'. At the top, there is a navigation bar with links: HOME, ADVERTISE, SUBSCRIBE, CONTACT, EVENTS, SUBMIT YOUR EVENT, and a search box. Below the navigation is the site title 'IN THE HILLS' in a large, blue, serif font. Underneath the title is a secondary navigation bar with links: The Current Issue, Blogs, Departments, Web Extras, Community Links, Back Issues, KIDS IN THE HILLS.ca, and Events. A large featured image of snow buntings is centered on the page. To the right of the image, there are several ad placement spots labeled with their dimensions: 'UPPER SQUARE 300 X 250', 'LOWER SQUARE 300 X 250', 'RECTANGLE 300 X 125', and 'SQUARE BUTTON 125 X 125'. Below the featured image, there are two columns of content: 'From Our Bloggers' and 'Recent Comments', each with a list of entries and a small square placeholder for a profile picture. At the bottom right, there is a 'Coming Events' section with a list of event titles and dates.