

HAIDA GWAII Homegrown • United • Better for All TRADER

2017 Media Kit

About Haida Gwaii Trader:

Haida Gwaii Trader (HGT) is a locally owned and operated community website and monthly printed and electronic magazine dedicated to boosting local commerce. What started back in 2010 as a platform for free classifieds has grown into a multimedia hub for all of Haida Gwaii and beyond. Both the website and magazine are dedicated to promoting locally created and curated content, while maintaining a strong focus on supporting local businesses. This is where you fit in.

If you are a business that has something to offer to the people of Haida Gwaii, than we would be honored to help spread your word. HGT proudly offers affordable ad rates, with packages for businesses of any size and/or budget. But before we get into that, here's a little bit about us.

Circulation and Reach:

HGT Website www.haidagwaiitrader.com

Launched: February, 2010

Traffic: 410 (123 unique) visits, on average, per day

Average pageviews per visit: 9

From classifieds, real estate listings, a wide array of local and off-island business information to events and articles, the HGT website has become one of Haida Gwaii's key online community resources.

HGT FULL COLOUR Magazine and [Ezine](#)

Launched: April, 2010

Published: monthly / 12 issues per year (44 average pages per issue)

Distribution: 300-350 copies (incl. 70 paid subscriptions on and off Haida Gwaii), distributed to 12 locations on Haida Gwaii / 1 in Prince Rupert, reaching an estimated 1000 readers.

Ezine traffic: 320 views on average per month

The HGT magazine's diversity of local content makes it an appealing publication to all ages and demographics. We pride ourselves in producing a periodical that is truly made for the community by the community.



Big bang for your advertising dollars!

FULL COLOUR Web & Print Banner Ad Packages: *

Silver Banner Ad Web: 175 pixels wide x 150 tall * Print: 1.75" wide x 1.5" tall *Web ad has one link capacity (i.e. to website or Facebook page)	3 Months \$120 (\$40/mth)	Gold Banner Ad Web: 175 pixels wide x 300 tall * Print: 1.75" wide x 3.25" tall *Web ad has one link capacity (i.e. to website or Facebook page) Also available is a business card sized ad that occurs on the Calendar (web & print)	3 Months \$210 (\$70/mth)
	6 Months \$216 (\$36/mth) Save 10%		6 Months \$378 (\$63/mth) Save 10%
	1 Year \$408 (\$34/mth) Save 15%		1 Year \$714 (\$59.50/mth) Save 15%
Platinum Footer Ad Web: 960 pixels wide x 145 tall * Print: 8" wide x 1.5" tall *Web ad has one link capacity (i.e. to website or Facebook page)	3 Months \$285 (\$95/mth)		6 Months \$378 (\$63/mth) Save 10%
	6 Months \$513 (\$85.50/mth) Save 10%		1 Year \$714 (\$59.50/mth) Save 15%
	1 Year \$969 (\$80.75/mth) Save 15%		

Don't have a website or Facebook Page? The HGT Mini Web Page is a perfect solution!

These ad packages include both a web and print ad *and* the web ad links to an HGT Mini Web Page we create for you. This page lists an overview of the features and benefits of your products and services-especially those that specifically apply to folks living on Haida Gwaii. They are super easy to set up and choosing this program has proven itself to yield an average of **25% more click stats!** Even if you do have a website and/or Facebook page, the extra traffic is worth it!

Silver Plus (3 month minimum booking required)

Includes a Silver Banner Ad (web and in print) plus your very own Mini Web Page!

3 months \$174 (\$58/mth)

6 months \$313.20 (\$52.20/mth) **Save 10%**

1 year \$591.60 (\$49.30/mth) **Save 15%**

Gold Plus (3 month minimum booking required)

Includes a Gold Banner Ad (web and print) and your very own Mini Web Page!

3 months \$264 (\$88/mth)

6 months \$475.20 (\$79.20/mth) **Save 10%**

1 year \$897.60 (\$74.80/mth) **Save 15%**

Platinum Plus (3 month minimum booking required)

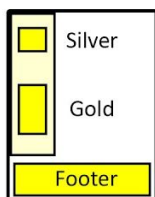
Includes a Platinum Banner Ad (web and print) and your very own Mini Web Page!

3 months \$340 (\$113.33/mth)

6 months \$610 (\$101.67/mth) **Save 10%**

1 year \$1155 (\$96.25/mth) **Save 15%**

*Ad sizes:

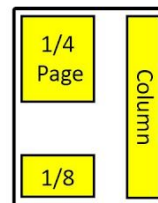
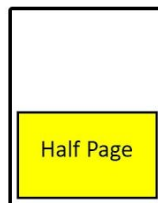
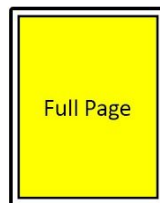


If you have chosen a web ad size but would prefer a larger, print ad, awesome! Simply divide the above prices above by half, then choose your desired print ad (next page).

FULL COLOUR DISPLAY ADS (print only)*:

1/8 Page (3.75" x 2.5") \$49.50 per issue	3 Issues (Save 5%) \$141.08 (\$47.03/month)
	6 Issues (Save 10%) \$267.30 (\$44.55/month)
	12 Issues (Save 15%) \$504.90 (\$42.08/month)
1/4 Page (3.75" x 5"), Full Column (2" x 10") or Inside Footer (8" wide x 1.5" tall) \$88 per issue	3 Issues (Save 5%) \$250.80 (\$83.60/month)
	6 Issues (Save 10%) \$475.20 (\$79.20/month)
	12 Issues (Save 15%) \$897.60 (\$74.80/Mth)
Half Page (8" x 5") \$165 per issue	3 Issues (Save 5%) \$470.25 (\$156.75/month)
	6 Issues (Save 10%) \$891 (\$148.50/month)
	12 Issues (Save 15%) \$1683 (\$140.25/Mth)
Full Page (8"x 10") \$350 per issue	3 Issues (Save 5%) \$997.50 (\$332.50/month)
	6 Issues (Save 10%) \$1890 (\$315/Mth)
	12 Issues (Save 15%) \$3570 (\$297.50/Mth)
Inside Front, Centre Left or Right, or Inside Back Page (8"x 10") \$380 per issue	3 Issues (Save 5%) \$1083 (\$361/month)
	6 Issues (Save 10%) \$2052 (\$342/Mth)
	12 Issues (Save 15%) \$3876 (\$323/Mth)
Back Page (8"x 10") 3 issue packages	This premium ad space is sold to only 4 businesses (3 issues each) per year. (Early bookings are recommended/issue choices are first come, first serve.) \$1260 per year

***Ad sizes:**



All ad prices include graphic design with one revision. GST is extra.

Specialized Ad Programs:

AYS Classified Ad: our most affordable ad program. This is a self-administered program that includes one, up to 100 word “At Your Service” classified ad with three pix (one online). \$20 per month / \$57 for three / \$108 for six or \$204 for a year, plus GST. Full program information sheets are available upon booking.

Annual Not For Profit: designed to help not for profit organizations advertise who they are, what they do and how to get a hold of them. This is a self-administered program that includes one, up to 100 word “Community Service Listings” classified ad for one year and is only \$120 plus GST! Full program information sheets are available upon booking.

Community Calendar Ad Program: business card size ads (3.5” wide by 3” tall) both online and in print that rotate above and below the community calendar on the HGT website and in the monthly HGT magazine. There are only 3 rotating ad spaces on the top and 3 on the bottom of the calendar (compared to 9 rotating ad spaces around the rest of the website!) \$210 (\$70/mth) for 3 months, \$378 (\$63/mth) for six and \$714 (\$59.50) for a year. Plus GST.

Local Treasure Ad Program: our specially designed, three month ad program to promote our local artisans and handcrafters, this ad program includes a high exposure, online, static banner ad (located on the homepage) that, when clicked, links to either your website, Facebook page or a custom made HGT Mini Web Page (for those who do not have a website or FB page), a banner ad in 3 issues of the HGT magazine *and* a full page “Featured Local Treasure” article in one of the three HGT magazine’s relating to your program booking. Cost for this amazing, three month program is only \$264 plus GST, or \$210 plus GST if the ad links to your website of FB page.

Contact Information:

We look forward to hearing from you! Our regular hours of operation are Monday to Friday between 10am and 4pm. Please note: we do leave the office from time to time to do on the road customer service. Please do not hesitate to leave us a message, we will get back to you within 1 business day.

Phone: 250-557-2088 / Email: info@haidagwaiitrader.com / Mail: PO Box 222, Port Clements, BC. V0T 1R0 /Office Location: 35 Cedar Avenue, Port Clements, BC. (Located up the stairs in the PC Firehall. Please call first to be sure we are in.)

Payment Method Options:

- By cheque: please make your cheque out to Haida Gwaii Trader and mail it to PO Box 222, Port Clements, BC V0T 1R0
- By Credit Card: just let us know and we will email you a Pay Pal invoice. To pay this way, you do not have to have a Pay Pal account, there are no extra fees and we chose Pay Pal because of their excellent security record and exemplary customer service.
- By Northern Savings Direct Deposit: you can direct deposit into HG Trader's NSCU (Masset Branch #6) chequing account # 7180060. It is very important that you put your name or business name in the deposit note for this payment method.
- By E-Transfer- set up via your online banking account. Please note there is a fee attached to this payment method. Simply send your e-transfer to info@haidagwaiitrader.com and be sure to email us your e-transfer question and answer information so we can process your payment.
- If you are going to be in Port Clements, you can drop your payment off at the HG Trader office (exact change please). We are located at 35 Cedar Ave. West, Port Clements, on the second floor of the fire hall. Please be sure to call first to be sure we are in.

“By choosing to join the Haida Gwaii Trader advertising family, you are more than just a customer. You are a valued member of our movement to genuinely support sustainable, local economies on Haida Gwaii and beyond.” Shellene Van der Beke / Owner

THANK YOU – HAAWA

Thank you for considering Haida Gwaii Trader. We look forward to the opportunity of spreading your word!
