

**About Haida Gwaii Trader (HGT):**

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, then 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. Here's a little bit more about our advertising exposure:



**Traffic/Circulation/Reach**

**HGT Website** [www.haidagwaiitrader.com](http://www.haidagwaiitrader.com) (Launched February, 2010)

Traffic: 507 (179 unique) visits, on average, per day

Average pageviews per visit: 3.82

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

**HGT FULL COLOUR Magazine / Ezine** (Launched April, 2010, published six times per year, 52-60 average pages each)

Total Reach (print & ezine): an average of 3600 views per issue.

Circulation - Print: between 400-550 copies per issue (incl. 124 subscriptions on and off Haida Gwaii). Distributed via fourteen retail locations on Haida Gwaii and one in Prince Rupert.

Circulation - Ezine: published on the HGT website, Facebook page and Yumpu. 2000 average views per issue over the past 10 issues.

Beautifully laid out, informative and fun - many readers tell us they hold on to them as keepsakes and are excitedly anticipate each issue!



**FULL COLOUR Online & Print\* Banner Ad Packages** (Prices include graphic design with one revision. GST is extra.)

<b>Silver Banner Ad</b> (2 month minimum) 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)	2 months online / 1 magazine \$80 (\$40/mth)	<b>Gold Banner Ad</b> (2 month minimum) 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)	2 months online / 1 magazine \$140 (\$70/mth)
	6 months online / 3 magazines \$216 (\$36/mth) <b>Save 10%</b>		6 months online / 3 magazines \$378 (\$63/mth) <b>Save 10%</b>
	1 Year / 6 magazines \$408 (\$34/mth) <b>Save 15%</b>		1 Year / 6 magazines \$714 (\$59.50/mth) <b>Save 15%</b>
<b>Platinum Footer Banner Ad</b> (2 month minimum) Web: 960 pixels wide x 145 tall * Print: 7.75" wide x 1.75" tall  *Web ad has one link capacity (i.e. to website or Facebook page)	2 months online / 1 magazine \$190 (\$95/mth)		
	6 months online / 3 magazines \$513 (\$85.50/mth) <b>Save 10%</b>		
	1 Year / 6 magazines \$969 (\$80.75/mth) <b>Save 15%</b>		

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

Our "Plus" ad packages below include a print and online banner ad. The online ad links to a custom-made Mini Web Page (MWP) that we help you create. Much like a business brochure, this page expands on the features and benefits of your products and services. Other businesses that have signed up to our Plus program have seen **25% more click stats** than ad programs without a MWP!

**Silver Plus (2 month minimum booking required)**

Includes a Silver Banner Ad (web and in print) plus your very own Mini Web Page! 2 updates per year included.

2 months online / 1 magazine  
\$116 (\$58/mth)

6 months online / 3 magazines  
\$313.20 (\$52.20/mth) **Save 10%**

1 Year / 6 magazines  
\$591.60 (\$49.30/mth) **Save 15%**

**Gold Plus (2 month minimum booking required)**

Includes a Gold Banner Ad (web and print) and your very own Mini Web Page! 2 updates per year included.

2 months online / 1 magazine  
\$176 (\$88/mth)

6 months online / 3 magazines  
\$475.20 (\$79.20/mth) **Save 10%**

1 Year / 6 magazines  
\$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! 2 updates per year included.

2 months online / 1 magazine  
\$224 (\$112/mth)

6 months online / 3 magazines  
\$604.80 (\$100.80/mth) **Save 10%**

1 Year / 6 magazines  
\$1142.40 (\$95.20/mth) **Save 15%**



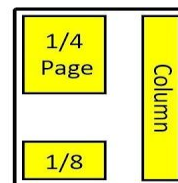
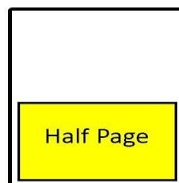
**Banner ad sizes**

\*If you would like to book one of our online banner ads but would prefer a larger, printed presence, awesome! Simply divide the above prices by half, then choose your desired print ad (see next page for more details).

**FULL COLOUR Display Ads - Magazine Only** Price includes one hour of graphic design and one revision. GST is extra.

<b>1/8 Page</b> (3.75" wide x 2.5" tall)	1 issue \$79.50
	3 Issues ( <b>Save 5%</b> ) \$226.59 (works out to \$75.53/issue)
	6 Issues ( <b>Save 10%</b> ) \$429.30 (\$71.55/issue)
<b>1/4 Page</b> (3.75" wide x 5" tall ) <b>or Column</b> (2" wide x 10" tall)	1 issue \$118
	3 Issues ( <b>Save 5%</b> ) \$336.30 (\$112.10/issue)
	6 Issues ( <b>Save 10%</b> ) \$637.20 (\$106.20/issue)
<b>Half Page</b> (7.75" wide x 5" tall)	1 issue \$195
	3 Issues ( <b>Save 5%</b> ) \$555.75 (\$185.25/issue)
	6 Issues ( <b>Save 10%</b> ) \$1053 (\$175.50/issue)
<b>Full Page</b> (7.75" wide x 10" tall)	1 issue \$350
	3 Issues ( <b>Save 5%</b> ) \$997.50 (\$332.50/issue)
	6 Issues ( <b>Save 10%</b> ) \$1890 (\$315/issue)
<b>Inside Cover</b> <b>or Inside Back Page</b> (7.75" wide x 10" tall)	1 issue \$380
	3 Issues ( <b>Save 5%</b> ) \$1083 (\$361/issue)
	6 Issues ( <b>Save 10%</b> ) \$2052 (\$342/issue)
<b>Centerfold</b> <b>Two-Page Spread</b> (16.25" wide x 10.25" tall)	1 issue \$700
	3 issues ( <b>save 5%</b> ) \$1995 (\$665/issue)
	6 issues ( <b>save 10%</b> ) \$3780 (\$630/issue)
<b>Back Page</b> (7.75" wide x 10" tall)	\$420 per issue (Early bookings are recommended, this premium space is sold on a first come, first serve basis.)

**Ad sizes:**



**Business Classified Ads (online and print):** Paid **self-administered\*** classified ads apply to any non-profit or for-profit business ads such as those promoting products, services, employment or events. (Events are actually better placed in the HGT Community Calendar section as they will then appear with all other events found on Haida Gwaii). Paid ads also apply to all real estate (for sale or for rent) ads. Classified ads include up to 3 pictures online and real estate for rent or for sale ads include up to 10 pictures online. If you wish your ad to appear in the HGT magazine as well, the rates below **include up to 100 words** (for more than 100 word ads, contact us for rates). The first picture loaded will appear beside your ad in the HGT magazine. The rates are:

- Up to 1 month (one-month minimum billing applies): \$40 plus GST
- 2 to 5 months - **SAVE 5% off monthly rate:** \$38 per month plus GST
- 6 to 11 months - **SAVE 10% off monthly rate:** \$36 per month plus GST
- A year or more - **SAVE 15% off monthly rate:** \$34 per month plus GST
- **Online Only Ads** - unlimited text: \$40 per month plus GST (one-month minimum billing applies)

Please note: all ad bookings are non-refundable. If your listing sells, rents or is found prior to the end of your booking, please feel free to leave the ad published and update it as "SOLD!" or "RENTED," or "FOUND," etc. This helps to inform any remaining interested parties that your listing is no longer available and also helps to boost the morale of our local economy!

**\*If you wish us to enter any of your classified ads, we are happy to do so. We charge a posting fee of \$20 per ad plus GST.**

**Is your organization non-profit?** To help support our local community service groups with a highly affordable advertising option, we have designed a half-price classified ad program! This is a **self-administered** program that includes one, up to 100 word classified ad for one year (both web and print) and is only \$204 plus GST! That's only \$17/mth for online and print advertising!

**Magazine Content Deadlines:** Classified and real estate ads: noon on the 20th of the month prior to the next publication. For business ads we design: send your ad details to us by the 10th of the month prior to the next publication. For print ready ads, the 20th of the month prior to the next publication. Magazines are printed Jan/Feb, March/April, May/June, July/Aug, Sept/Oct and Nov/Dec.

---

**Contact Information:** Our regular hours of operation are Mon - Fri between 10am and 4pm. We do a fair amount of on-the-road work as well so please leave us a message and we will get back to you within 1-3 business days. Phone: 250-557-2088 / Email: [info@haidagwaiitrader.com](mailto: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:** **E-Transfer:** set up via your online banking account. Send your e-transfer to [info@haidagwaiitrader.com](mailto:info@haidagwaiitrader.com) and be sure to then email us your e-transfer question and answer so we can process your payment.

**Cheque:** please make your cheque out to Haida Gwaii Trader and mail it to PO Box 222, Port Clements, BC V0T 1R0. **Credit card:** All of our invoices have a "Pay Now" link on the bottom right hand corner of the invoice. Simply click the link and you will be forwarded to PayPal. You do not have to have a PayPal account and there are no added fees. **Northern Savings Credit Union Direct Deposit:** HG Trader's chequing account #7180060 is with the Masset Branch #6. It is very important that you put your name or business name in the deposit note for this payment method. **NSCU Bill Payment:** This payment method is best for ongoing payments with Haida Gwaii Trader. Simply email or call us for an account number and you can then fill in your details via the NSCU website and set us up as a payee. **In Person Payments:** if you are going to be in Port Clements, you can drop your payment off at the HG Trader office. If you are paying with cash, **please bring exact change.** 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.

**THANK YOU – HAWAA** We look forward to the opportunity to help promote your products and services!

**Haida Gwaii Trader** "Homegrown. United. Better for all."