

The Highlander
The Highlander



ADVERTISING PACKAGE
2024

... it's what everyone's reading

2024 MARKETING PLANNER

DATE	FEATURE SECTION	HOLIDAY	SPECIAL PUBLICATIONS
JAN 04			
JAN 11			
JAN 18	ACTIVE LIVING		
JAN 25			
FEB 01			
FEB 8			
FEB 15	ACTIVE LIVING	FAMILY DAY	
FEB 22			
FEB 29			
MAR 1			
MAR 21	ACTIVE LIVING		
MAR 28			
APR 04	SPRING CAR CARE	EASTER	HOME IN THE HIGHLANDS
APR 11			
APR 18	ACTIVE LIVING		
APR 25			
MAY 2	SPRING CAR CARE		
MAY 9	MOTHERS DAY		
MAY 16	ACTIVE LIVING	VICTORIA DAY	HOME IN THE HIGHLANDS HIGHLANDER HANDBOOK
MAY 23			
MAY 30			
JUNE 06	HOME SHOW		
JUNE 13			
JUNE 20	ACTIVE LIVING		
JUNE 27		CANADA DAY	HOME IN THE HIGHLANDS
JULY 04	GRADS		
JULY 11			
JULY 18	ACTIVE LIVING		
JULY 25			
AUG 01			HOME IN THE HIGHLANDS
AUG 08			
AUG 15	ACTIVE LIVING		
AUG 22			
AUG 29		LABOUR DAY	HOME IN THE HIGHLANDS
SEPT 05			
SEPT 12			
SEPT 19	ACTIVE LIVING		
SEPT 26			
OCT 03	STUDIO TOUR		
OCT 10	STUDIO TOUR	THANKSGIVING	HOME IN THE HIGHLANDS
OCT 17	ACTIVE LIVING		
OCT 24	FALL CAR CARE		
NOV 07	READY FOR WINTER		
NOV 14		REMEMBRANCE DAY	
NOV 21	ACTIVE LIVING		
NOV 28	BLACK FRIDAY		
DEC 05			
DEC 12			
DEC 19	ACTIVE LIVING	CHRISTMAS	

CONTACT US TODAY!

HEATHER, PUBLISHER

heather@thehighlander.ca • 705.457.2900

The Highlander

Audited circulation: 8,871
 Estimated pass-on readership: 14,000
 Email subscribers: 7,800
 Covering: Haliburton County, Northern Kawartha Lakes

2024 PRINT ADVERTISING RATES

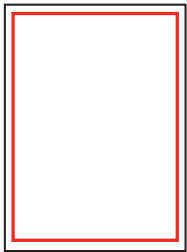
SIZE	FULL PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE	SIXTH PAGE	EIGHTH PAGE	TWELFTH PAGE	BUSINESS CARD	SKY BOX
RATE	\$799	\$499	\$399	\$349	\$229	\$199	\$159	\$79	\$149

CLASSIFIEDS

BUSINESS CARD	1/2 BUSINESS CARD	PERSONAL ANNOUNCEMENT	PERSONAL WORD AD	HIGHLIGHTED WORD AD
3.375W x 2H \$55	3.375W x 1H \$39	3.375W x 4.5H \$49	25 words max \$9	personal/business \$29

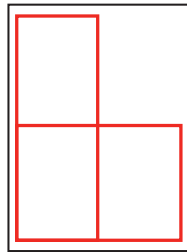
AD SIZES

Ask about our Volume Discounts and Not-For-Profit prices



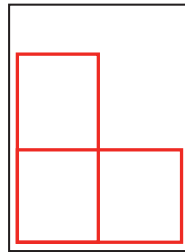
FULL

10.375W x 12.44H



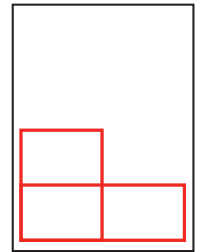
HALF

5.125W x 12.285H
10.375W x 6.0773H



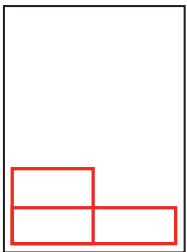
THIRD

5.125W x 8H
10.375W x 4H



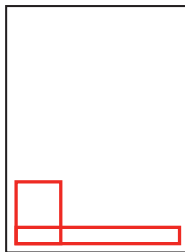
QUARTER

5.125W x 6.0773H
10.375W x 3H



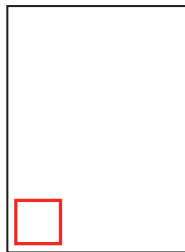
SIXTH

5.125W x 4H
10.375W x 2H



EIGHTH

3.375W x 4.5H
10.375W x 1.5H



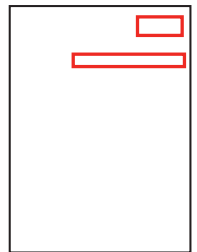
TWELFTH

3.375W x 3.375H



BUSINESS CARD

3.375W x 2H



SKYBOX

3.27W x 1.42H
5.125W x 0.569H

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HOME IN THE HIGHLANDS

HALIBURTON COUNTY REAL ESTATE



Home in the Highlands is Haliburton County's #1 source of real estate listings. This multi-media product puts your listings in front of thousands of locals, cottagers and prospective purchasers from the GTA and beyond, quickly and in a quality product proven to be effective.

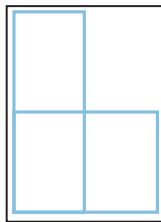
- One ad reaches all of Haliburton County
- Print version bundled with The Highlander to reach up to 10,000 households within days
- PDF version gets sent to 7,700 permission-based email subscribers and 8,000 social media followers, many in the GTA, for a combined reach of 25,000 households per issue
- Distributing Home in the Highlands with the award-winning Highlander ensures your listings get picked up and read

For a decade, The Highlander – Haliburton County's locally-owned, independent newspaper – has invested in our community. We believe in The Highlands and we believe in the power of local media to make our place in the world better every day.



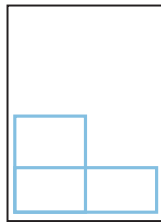
10.375W x 12.44H

FULL



5.125W x 12.285H
10.375W x 6.0773H

HALF

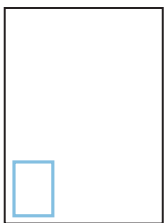


5.125W x 6.0773H
10.375W x 3H

QUARTER

PUBLICATION DATES:

- March 28, 2024
- May 16, 2024
- June 27, 2024
- August 1, 2024
- August 29, 2024
- October 10, 2024



3.375W x 4.5H

EIGHTH



3.375W x 2H

BUSINESS CARD

PUBLISHED SIX TIMES IN 2024

BOOK FOR MULTIPLE ISSUES AND SAVE \$\$\$

CONTACT US TODAY

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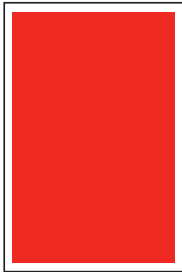
705.457.2900

The Highlander HANDBOOK

The Highlander Handbook is a year-round reference for permanent and seasonal residents. Twelve thousand copies will be distributed, including in the Victoria Day edition of The Highlander and at strategic locations throughout the county.

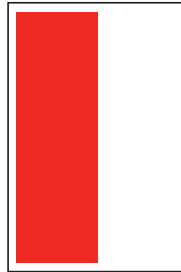
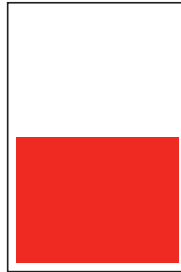
The Highlander Marketplace

All advertisements in the Handbook get a free listing in The Highlander Marketplace, the go-to online resource for local businesses and services, for one year from May 16, 2024.



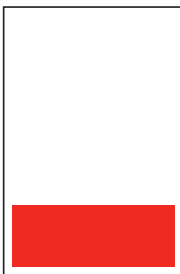
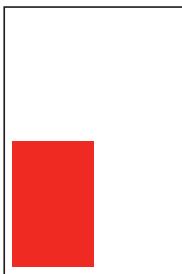
FULL

5 x 8 • \$1300



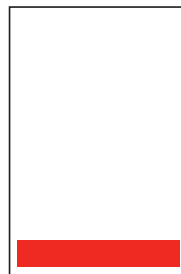
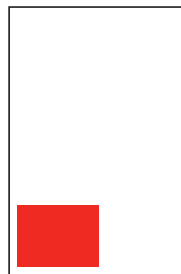
HALF

5 x 4 • 2.4 x 8 • \$807



QUARTER

5 x 2 • 2.4 x 4 • \$482



EIGHTH

5 x 1 • 2.4 x 2 • \$314

SPECIAL SIZES

Limited positions available. Call now to reserve yours.

COVERS

6 x 9

Inside \$1889

Back outside \$2141

FRONT CORNER

5 x 1

\$933

**PUBLISHING DATE
MAY 16**

**BOOKING
DEADLINE APRIL 4**

**CONTACT US
TODAY!**

HEATHER, PUBLISHER

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The earlier you book, the earlier your listing will appear in The Highlander Marketplace for no charge! You can find the Marketplace at marketplace.thehighlander.ca

Deposit: 50% to reserve your space, with the remainder payable on publication. Cancellation: 90% refund before February 1, 50% before April 3, no refunds after April 3. All prices include design and two revisions. Additional design time available at \$35/hr.

The Highlander

HIGHLAND STORM



Help support the Highland Storm by advertising alongside our coverage. Your support helps us be the Storm's Platinum Sponsor, supporting youth hockey in our community.

Highlander Storm pricing 30% OFF regular prices, book now save tons!

STORM BOX AD

Value \$3,975
(\$159 per week)

STORM PRICE

\$2,475 + taxes
(\$99 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 3.375W x 3.375H



STORM DOUBLE BOX AD

Value \$4,975
(\$199 per week)

STORM PRICE

\$3,482.50 + taxes
(\$139.30 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 6.75W x 3.375H



STORM HAT TRICK AD

Value \$8,725
(\$349 per week)

STORM PRICE

\$6,104.50 + taxes
(\$244.30 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 10.375W x 3.375H

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Make your first call the only call you need to make

TOTAL
Site Services Inc.

Providing your full site needs:

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- Drilling & Blasting
- Truck Services & more!
- Free site visits • WSID Compliant

Call us today 705-457-9688 or visit us online totaliteservices.ca

CARQUEST
AUTO PARTS

every auto or marine battery donated to CarQuest will donate \$18 to Storm Minor Hockey

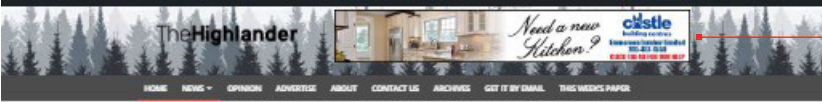
PROUD SPONSOR

Highway 24 Minden (across from Ridgewood Park) 705-285-1011

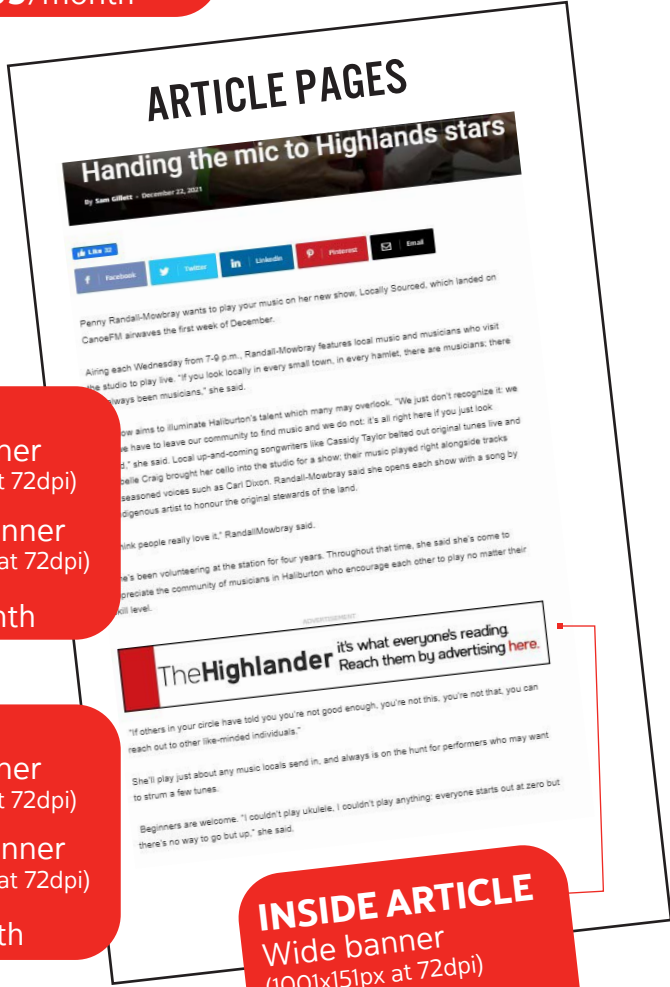
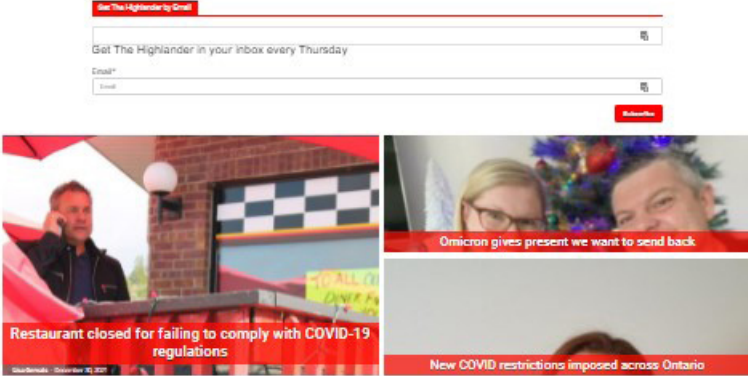
2024 ONLINE ADVERTISING RATES

THEHIGHLANDER.CA HOME PAGE

Reach 14,000 users per month, of which 89% are in Ontario, by advertising on The Highlander's popular website.



HEADER
Wide banner
(1001x151px at 72dpi)
\$199/month

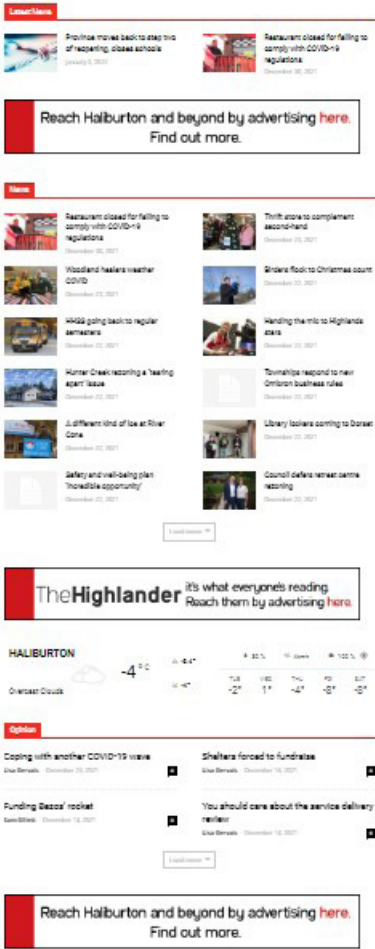


TIER 1
Wide banner
(1001x151px at 72dpi)
Square banner
(300x250px at 72dpi)
\$149/month

TIER 2
Wide banner
(1001x151px at 72dpi)
Square banner
(300x250px at 72dpi)
\$99/month

TIER 3
Wide banner
(1001x151px at 72dpi)
Square banner
(300x250px at 72dpi)
\$79/month

INSIDE ARTICLE
Wide banner
(1001x151px at 72dpi)
\$79/month



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The Highlander

WEEKLY EMAIL

Every Thursday, 7,800 people receive The Highlander by email. With an average open rate of over 60%, you can reach permanent and seasonal residents all-year round.

LICRRAP1207576
Tickets available online \$20 for 100, \$30 for 20, \$5 for 5
Your participation in our monthly online lottery supports local hospital and health care facilities for priority medical equipment needs.
www.hhhsf5050.ca (705) 457-1580 BUY TICKETS NOW

ADVERTISEMENT

The Highlander

This week's Highlander

Flyer of the week

Deals of the week

- [Emmerson Lumber: 20% off Stihl chainsaws](#)
- [Canadian Tire: Save up to 40% on outdoor lights](#)
- [MoKeeks Tap and Grill: Tuesday is wing day!](#)
- [Hilary Morrin: New cottage listing on Drap Lake!](#)
- [Home Hardware: Up to 30% off snow blowers](#)
- [Mulligan's Pub and Patio: Thursday night is pizza night](#)
- [Halburton Timbermart: New Napoleon fireplaces](#)
- [Minden Subaru: Winter Tire Event - save 20%](#)
- [Halburton RPM: It's ATV Week! Save \\$\\$\\$](#)
- [Boshkung Brewing: Trivia Night every Tuesday](#)

Call a member of the Trillium Team at 705-935-1000 for a FREE Market Evaluation and receive a 27' x 54' Canadian Flag

TRILLIUMTEAM.ca 705-935-1000

ADVERTISEMENT

TOP BANNER

Wide banner
(1001x151px at 72dpi)
\$199/month

FLYER OF THE WEEK

(300x250px at 72dpi)
\$99/month

DEAL OF THE WEEK

\$99/month or \$999/year

BOTTOM BANNER

Wide banner
(1001x151px at 72dpi)
\$99/week

CONTACT US TODAY!

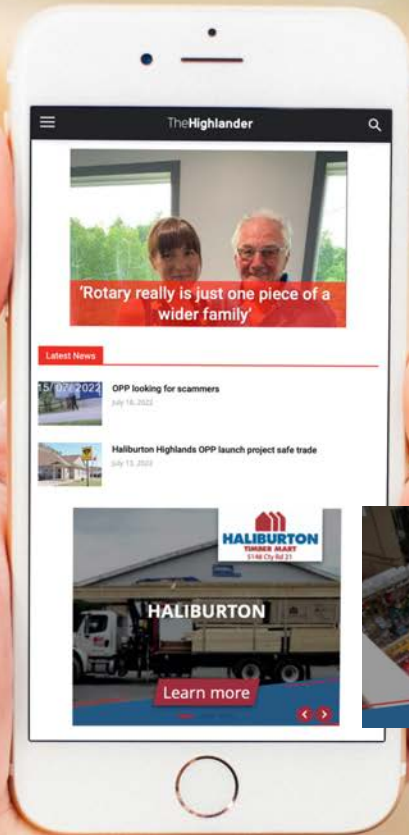
HEATHER, PUBLISHER

heather@thehighlander.ca • 705.457.2900

Your Print Ads Go Digital

Get the full power of online advertising - without extra work. We'll take your print ad and make a digital version, then put it on The Highlander's website.

Make your ads more effective with a dedicated mini-website for your offer.



All advertisers in The Highlander get a free SmartAd.

Standalone pricing
SmartAds Light

\$99
for two weeks
for basic landing page

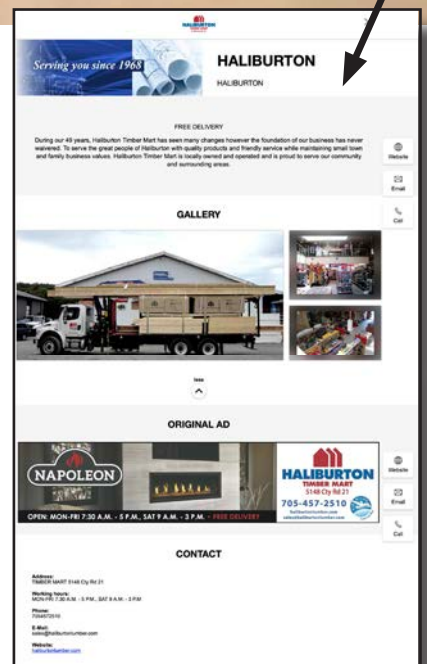
Swipeable carousel ads



+ Landing page



Integration into The Highlander's website for as long as the ad is running.



Access to full reporting dashboard, including "time spent on landing page" and "number of times ad seen".

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The Highlander

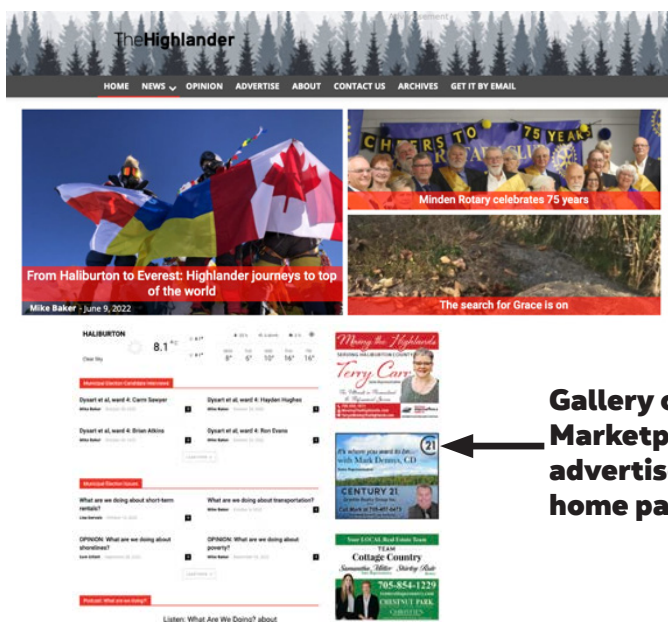
MARKETPLACE

Reach your full potential with our digital audience and make an impact on your search engine rankings.

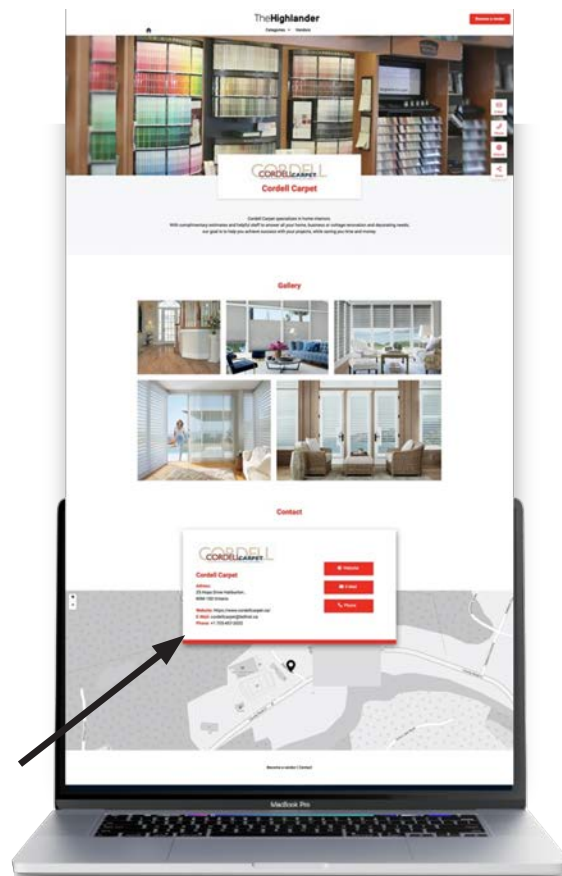
All advertisers in The Highlander Handbook get a free listing in the Highlander Marketplace.

WHAT YOU GET

- Full-service creation of your digital profile based on your print ad and all available online information.
- Complete integration of your company profile into The Highlander's online presence for 12 months.



What your Marketplace listing will look like



Gallery of all Marketplace advertisers on our home page

WHY THAT MATTERS

- Positive impact on your brand with integration into The Highlander's website.
- Full access to The Highlander's reach - in digital and in print.
- Promotion of the Marketplace in The Highlander newspaper.
- Get visibility in Google search rankings thanks to an association with trustworthy content in The Highlander.

The Highlander Marketplace

All advertisers in The Highlander Handbook receive a free ad in the Highlander Marketplace.

STANDALONE PRICE:
 \$99 per year
 \$299 per year for a premium listing, including logo rotation on Marketplace home page and premium positioning on top of listings.

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