

Help celebrate our 50th anniversary. 2024. And 50 years forward!



# Media Kit



The Townships Sun is a non-profit community group.  
We publish a magazine 9 times/year in English, featuring...  
**Eastern Townships life & culture—past, present, future.**

## Where can you find the *Townships Sun*?

- By subscription ([TownshipsSun.ca/Subscribe](https://TownshipsSun.ca/Subscribe)), both online (full colour) and in print (inner pages in grayscale).
- In schools, libraries, seniors' homes and at points of sale in Cookshire, Knowlton, Lennoxville, Mansonville, North Hatley, Richmond, Stanstead, and more.

## Who reads the *Townships Sun*?

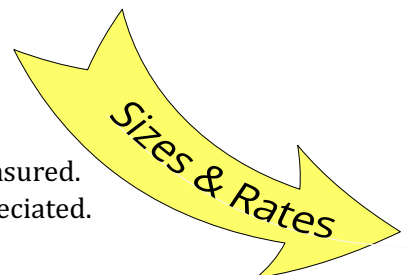
- Townships residents and "expats" of all ages.
- Community leaders, retirees, professionals, students, businesspeople...English readers.
- With 600 copies in circulation and 2.6 readers per copy, we estimate 1,560 dedicated readers.

## What's in the *Townships Sun*?

- Magazine articles, photos, artwork, poetry about diverse topics of interest, history, local culture, nature, lifestyle, and more.
- Contributors are writers, photographers and artists, representing the best of Townships' talented residents.
- Inside a colourful cover, the magazine has 28 pages and a colour centrefold in July/Aug., Oct./Nov., & Dec./Jan.; 24 pages in February, March, April, May, June, and September. (Online magazine is in full colour.)

## Supporting the *Townships Sun* means...

- your message is delivered to the eyes of engaged, active Townshippers.
- your message is visible in the only English-language community magazine on life and culture in the Eastern Townships.
- you have continued exposure: Research tells us magazines are kept, revisited, and treasured.
- your support of dozens of committed volunteers and contributors is noticed and appreciated.

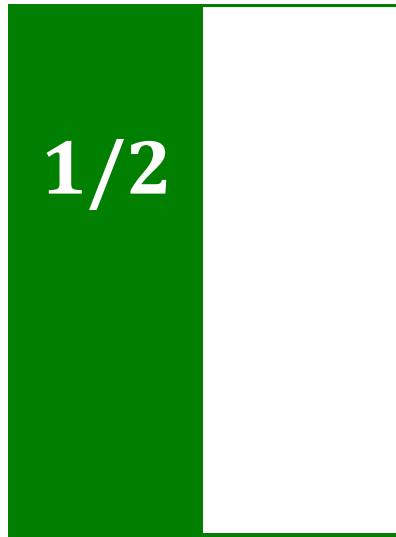


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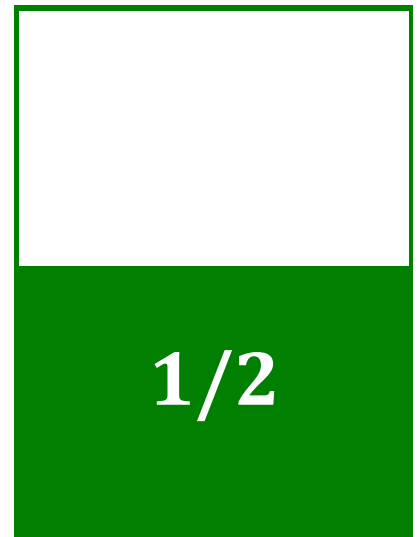
# Competitive advertising rates offer striking visibility. This year, more than ever.



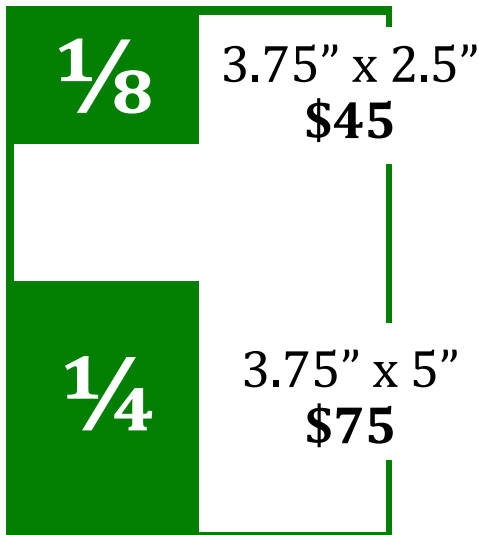
7.5" x 10"  
**\$250**



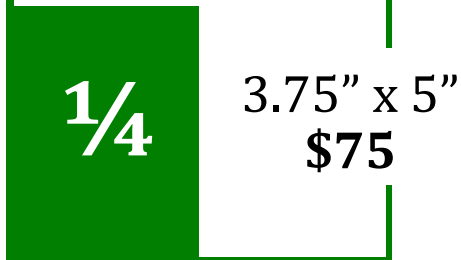
3.75" x 10"  
**\$125**



7.5" x 5"  
**\$125**



3.75" x 2.5"  
**\$45**



3.75" x 5"  
**\$75**

***NOTE:** Ads on inner pages are black & white in print; in colour in the online PDF version.*

***Full page print ads are also available in COLOUR:** Back page, \$600; inner page, \$500.*

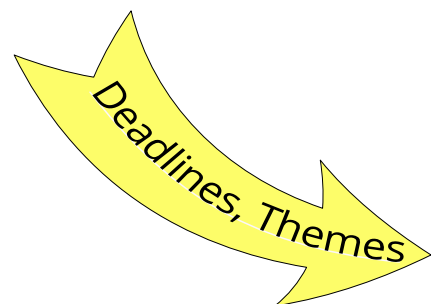
***Your print ad will be viewed, on average, for 40 days (9 issues/year).***

***Your ad will have an online presence on Facebook/Townships Sun. We have more than 1,500 followers, and a recent post had 2,235 views in 12 hours.***

Special rates apply for the February 26th, 2024, Anniversary Legacy issue. Please refer to our **50th Partnership Kit.**

## Questions?

Website: [TownshipsSun.ca/Advertise/](http://TownshipsSun.ca/Advertise/)  
Advertising: Jennifer Brown, [jene\\_brown@hotmail.com](mailto:jene_brown@hotmail.com), 819-644-0076  
P.O. Box 28, Succ. Lennoxville, Sherbrooke, QC J1M 1Z3



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Our editorial team, led by Rachel Garber, plans an exciting array of special themes for the coming year—Townships arts, communities, and topics that attract English-speaking residents, while celebrating the amazing history of the *Townships Sun*.

**Upcoming issues, their due dates, publication dates, and themes:**  
*(The Due Date is the deadline for receipt of the finished ad.)\**



Issue	Due Date*	Publication Date	Proposed Themes
February 2024	Dec. 22	Jan. 26	50th Anniversary (February 8, 1974) <b>Part 1: Special 50th Anniversary REPRINT of first-ever Townships Sun, February 8, 1974.</b>
March 2024	Jan. 25	Feb. 26	50th Anniversary Legacy Edition <b>Part 2: Special 50th Anniversary Legacy Edition. 52 pages! Full colour! Print run: 1000 copies.</b>
April 2024	Feb. 25	March 27	Astronomy in the Townships
May 2024	Mar. 25	April 26	Waterways in the Townships
June 2024	April 25	May 29	Townships Gardens
July/Aug. 2024	May 25	June 26	Townships Young Voices: 50 Years Forward
Sept. 2024	June 25	Aug. 27	Bernard EPPS: Townships Sun Treasure
Oct./Nov. 2024	Aug. 25	Sept. 27	English-speaking Community/Generations
Dec. 2024/Jan. 2025	Oct. 25	Nov. 27	Winter Sports/Parks/Activities

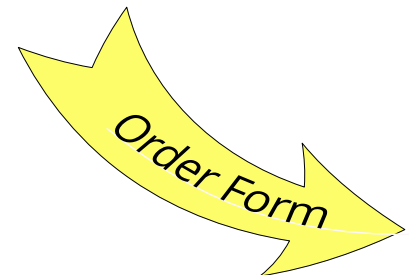
*\*Space allotted for advertising can fill up fast. We recommend that you let our Advertising Representative know your intention to advertise as early as possible, well in advance of the Due Date. If graphic design or translation assistance is needed, please do not hesitate to contact us.*

Front cover,  
July/Aug. 2023



Back cover,  
Dec. 2021

Advertising: Jennifer Brown, [jene\\_brown@hotmail.com](mailto:jene_brown@hotmail.com), 819-644-0076  
 Editor: Rachel Garber, [editor@townshipssun.ca](mailto:editor@townshipssun.ca), 819-640-1340  
 General Information: Marion Greenlay, [contact@townshipssun.ca](mailto:contact@townshipssun.ca), 819-566-7424  
 P.O. Box 28, Succ. Lennoxville, Sherbrooke, QC J1M 1Z3. Website: [TownshipsSun.ca](http://TownshipsSun.ca)





# Order Form

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## Description of Ad:

\_\_\_ Full Page, Colour (7.5 x 10"): 4500 x 6000 pixels (540 points x 720 points)

\_\_\_ Full Page, Black & White (7.5 x 10"): 4500 x 6000 px (540 points x 720 points)

\_\_\_ Half Page, vertical (3.75 x 10"): 2250 x 6000 px (270 points x 720 points)

\_\_\_ Half Page, horizontal (7.5 x 5"): 4500 x 3000 px (540 points x 360 points)

\_\_\_ ¼ Page (3.75 x 5"): 2250 x 3000 px (270 points x 360 points)

\_\_\_ ⅛ Page (3.75 x 2.5"): 2250 x 1500 px (270 points x 180 points)

Color Model : CMYK. All images: 600 ppi, in jpg, tiff, pdf, png, eps or psd.

**COMMENTS :** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## NOTES:

Print: Interior pages are grayscale; cover in colour: Online: In full colour.

Please attach a JPG or PDF of your publicity image, in colour. Email to: [jene\\_brown@hotmail.com](mailto:jene_brown@hotmail.com)

The Townships Sun is an English-language publication. We ask that ads be in English or bilingual. For questions, please consult the Media Kit or contact our Ad Representative at her number below.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

## Publication Dates

\_\_\_ Feb. 1, 2024

\_\_\_ Mar. 1, 2024

\_\_\_ Apr. 1, 2024

\_\_\_ May 1, 2024

\_\_\_ June 1, 2024

\_\_\_ July 1, 2024

\_\_\_ Sept. 1, 2024

\_\_\_ Oct. 1, 2024

\_\_\_ Dec. 1, 2024

\_\_\_ Feb. 1, 2025

## Thank you for your support!

**CONTACT US:** Advertising: Jennifer Brown, [jene\\_brown@hotmail.com](mailto:jene_brown@hotmail.com), 819-644-0076  
Editor: Rachel Garber, [editor@townshipssun.ca](mailto:editor@townshipssun.ca), 819-640-1340  
General Information: Marion Greenlay, [contact@townshipssun.ca](mailto:contact@townshipssun.ca), 819-566-7424  
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