



# 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](http://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*?

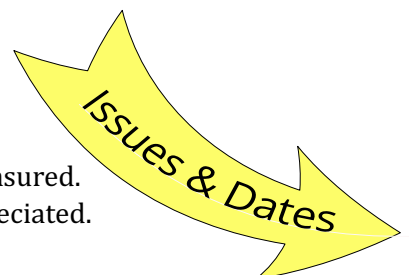
- Townships residents and “expats” of all ages.
- Community leaders, retirees, professionals, students, businesspeople...English readers.
- With 600 copies in circulation and 2.6 readers per copy, we estimate 1,560 dedicated readers.

## 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.





# Media Kit

**Winner of two QCNA Awards 2023!**  
**Best Feature Story**  
**Best Community Promotion**

Our editorial team plans an exciting array of special themes for the coming year —Townships topics that attract English-speaking residents and visitors.

**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
Dec 2024/Jan 2025 .....	<b>Oct. 25</b> .....	Dec 1 .....	Endings & Beginnings
February 2025.....	<b>Jan. 8 (ads)</b> ..	Feb 1 .....	Health in the Townships
March 2025 .....	<b>Jan. 25</b> .....	March 1 ...	Townships Online
April 2025.....	<b>Feb. 25</b> .....	April 1 .....	Townships Farming
May 2025 .....	<b>March 25</b> .....	May 1 .....	Performing Arts in the Townships
June 2025.....	<b>April 25</b> .....	June 1 .....	Chemicals in the Townships
July/Aug 2025 .....	<b>May 25</b> .....	July 1 .....	Townships Young Voices 2025
September 2025 .....	<b>July 25</b> .....	Sept 1 .....	Justice in the Townships
Oct/Nov 2025 .....	<b>Aug 25</b> .....	Oct 1 .....	Townships Business & Economy
Dec 2024/Jan 2025 .....	<b>Oct 25</b> .....	Dec 1 .....	Reading/Writing Townshippers

*\*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, May 2024

Back cover, Dec. 2021

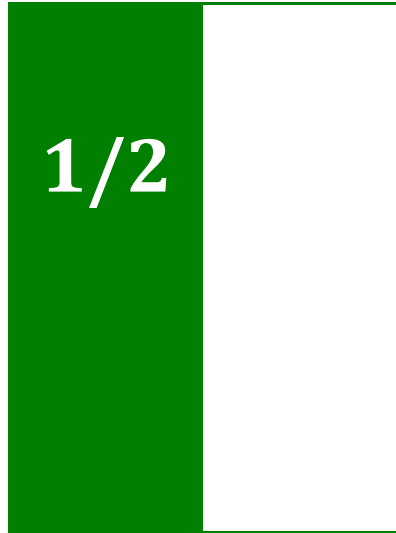
Advertising: Marie Laurin, TSunAdvert@gmail.com, 819-658-2121  
 Editor: Rachel Garber, editor@townshipssun.ca, 819-640-1340  
 General Information: Marion Greenlay, contact@townshipssun.ca, 819-566-7424  
 P.O. Box 28, Succ. Lennoxville, Sherbrooke, QC J1M 1Z3. Website: TownshipsSun.ca



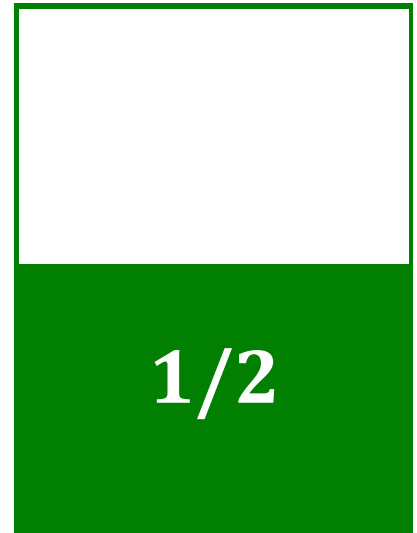
- **Competitive advertising rates**
- **Striking visibility**



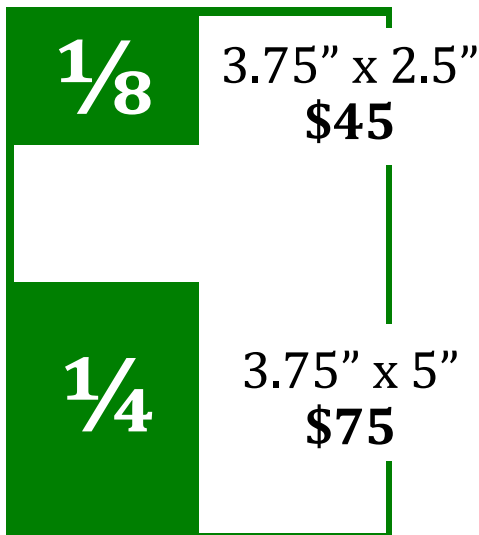
7.5" x 10"  
\$250



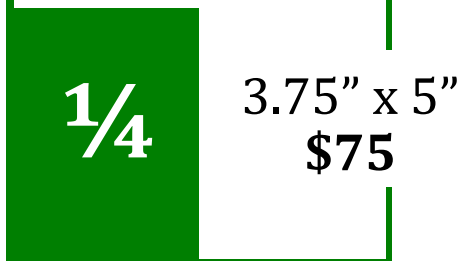
3.75" x 10"  
\$125



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.*

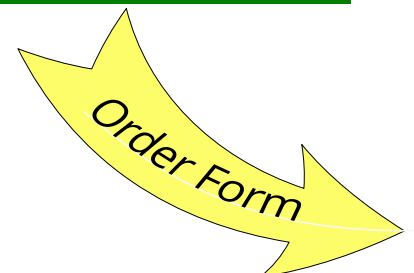
***Full page print ads are also available in COLOUR:** Back page, \$600; inner page, \$500.*

***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 1,800 followers, and a recent post had 2,235 views in 12 hours.***

## Questions?

Website: [TownshipsSun.ca/Advertise/](http://TownshipsSun.ca/Advertise/)  
 Advertising: Marie Laurin, TSunAdvert@gmail.com, 819-658-2121  
 P.O. Box 28, Succ. Lennoxville, Sherbrooke, QC J1M 1Z3





# 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 x 720 points)

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

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

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Publication Dates / Deadlines**

\_\_\_ Feb. 1, 2025 / Jan. 8

\_\_\_ Mar. 1, 2025 / Jan. 25

\_\_\_ Apr. 1, 2025 / Feb. 25

\_\_\_ May 1, 2025 / Mar. 25

\_\_\_ June 1, 2025 / Apr. 25

\_\_\_ July 1, 2025 / May 25

\_\_\_ Sept. 1, 2025 / July 25

\_\_\_ Oct. 1, 2025 / Aug. 25

\_\_\_ Dec. 1, 2025 / Oct. 25

**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: [TSunAdvert@gmail.com](mailto:TSunAdvert@gmail.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:** \_\_\_\_\_

***Thank you for your support!***

**CONTACT US:** Advertising: Marie Laurin, [TSunAdvert@gmail.com](mailto:TSunAdvert@gmail.com), 819-658-2121  
Editor: Rachel Garber, [editor@townshipssun.ca](mailto:editor@townshipssun.ca), 819-640-1340  
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