

MAINSTREETER

OLD OTTAWA EAST'S COMMUNITY VOICE | LA VOIX COMMUNAUTAIRE DU VIEUX OTTAWA-EST

ADVERTISING WITH THE MAINSTREETER

The *Mainstreeter* is Old Ottawa East's non-profit community newspaper and will mark 40 years of providing trusted news and information in 2025. We are sustained by the generous support of our advertisers while helping them reach the community's residents and businesses. In 2025, we are excited to offer two formats for advertisers:

Print Advertising

E-Newsletter Advertising (New!)

The *Mainstreeter* publishes six paper issues and six e-newsletters each year, with alternating months for paper issues and e-newsletters to provide year-round coverage.

OUR REACH



8,600 Residents

+15% from 2016
(2021 Census)



4,200 Copies

Printed Copies per
Issue



8,000+ Readers

Estimated Readers
per Issue



6 Paper Issues

Annual Number of
Paper Issues



6 E-Newsletters

Annual Number of E-
Newsletters

The 4,200 printed copies of *The Mainstreeter* are delivered to residential addresses throughout Old East Ottawa and are available at four conveniently located newspaper boxes, at local businesses, and inside select condominiums and apartment buildings. Based on 2024 data from our digital readership survey, approximately 8,000 people read each issue of *The Mainstreeter*.

Old Ottawa East is sandwiched between the Rideau Canal and the Rideau River which form its western and eastern boundaries. The Queensway and Nicholas Street form the northern border with Avenue Road marking the southern border. The community borders Old Ottawa South, the Glebe, Alta Vista, and Sandy Hill, and *The Mainstreeter* is also read by residents in each of these communities.

The average Old Ottawa East resident is affluent and highly educated. Average household income is \$104,609 while 77% of residents hold a bachelor's degree or higher, compared to 45% in Ottawa as a whole. Households are split between owners and renters.

WHAT OUR READERS AND ADVERTISERS SAY



77%

Of readers rate *The Mainstreeter* as **very good** or **excellent**



78%

Of readers find there to be a **good balance** of ads and content



64%

Of readers have their choices **influenced** by our advertisers



89%

Of our advertisers report being **satisfied** or **very satisfied**

PRINT ADVERTISING

The *Mainstreeter's* print issues are published bimonthly, six times per year. Each issue has 4,200+ copies printed and is an excellent opportunity to share your message throughout Old Ottawa East. Ad space availability varies per issue and is offered on a first come, first served basis. Ad content is subject to the Advertising Policies and Guidelines (see below).

Key Dates

Advertisers are required to book their ad space by the Booking Date and provide their ad file by the Submission Date. Your ad may be removed if it is not received by the Submission Date. Issues are typically delivered within one week of the Publishing Date.

Issue	Booking Date	Submission Date	Print Publishing Date
#1	January 14, 2025	January 28, 2025	February 13, 2025
#2	March 11, 2025	March 25, 2025	April 10, 2025
#3	May 13, 2025	May 27, 2025	June 12, 2025
#4	July 22, 2025	August 5, 2025	August 21, 2025
#5	September 10, 2025	September 24, 2025	October 9, 2025
#6	November 12, 2025	November 26, 2025	December 10, 2025

Ad Options and Prices

Ad rates are charged per issue before tax and are subject to the Discount Options described below.

Ad Type	Dimensions		Ad Rate: B&W	Ad Rate: Colour
Full Page, Back	10" x 13"		N/A	\$609.00
Full Page	10" x 13"		\$404.00	\$495.00
Half Page	10 x 6.5"	5" x 13"	\$219.00	\$267.00
Quarter Page	5" x 6.5"		\$116.00	\$140.00
Banner, Top or Bottom	10" x 2.5"		\$104.00	\$127.00
Eighth Page	2.5" x 6.5"	5" x 3.5"	\$64.00	\$76.00
Business Card	3.5" x 2"	2" x 3.5"	\$41.00	\$51.00
Ad Specifications	Acceptable File Types: JPG, PNG, PDF, TIFF, or EPS. CMYK with a minimum resolution of 300 dpi.			

Discount Options

- **Six Issue Agreement:** 5% discount per issue.
- **Six Issue Agreement with Advance Billing:** 10% discount per issue.
- **Registered Not-for-Profit:** 50% discount per issue (not eligible for Six Issue Agreement Discount). The Registered Not-for-Profit discount is only available for Print – Black & White advertising.

E-NEWSLETTER ADVERTISING

The *Mainstreeter's* e-newsletters are published bimonthly, six times per year. A maximum of six ads will be booked per e-newsletter, with ad space reserved on a first come, first served basis. Ad content is subject to the Advertising Policies and Guidelines (see below).

Key Dates

Advertisers are required to book their ad space by the Booking Date and provide their ad file by the Submission Date. Your ad may be removed if it is not received by the Submission Date.

Issue	Booking Date	Submission Date	Online Publishing Date
#1	December 22, 2024	December 29, 2024	January 5, 2025
#2	February 23, 2025	March 2, 2025	March 9, 2025
#3	April 20, 2025	April 27, 2025	May 4, 2025
#4	June 22, 2025	June 29, 2025	July 6, 2025
#5	August 24, 2025	August 31, 2025	September 7, 2025
#6	October 26, 2025	November 2, 2025	November 9, 2025

Ad Options and Prices

Ad rates are charged per issue before tax and are subject to the Discount Options described below.

Ad Type	Dimensions	E-Newsletter Ad Rate
Digital Grid, 3 Columns (1/3 Width)	220 pixels x 130 pixels	\$70.00
Digital Grid, 2 Columns (1/2 Width)	220 pixels x 150 pixels	\$80.00
Digital Banner	320 pixels x 50 pixels	\$95.00
Digital Banner, Large	320 pixels x 100 pixels	\$100.00
Ad Specifications	Acceptable File Types: JPG, PNG, PDF, TIFF, or EPS. CMYK with a minimum resolution of 300 dpi.	

Discount Options

- **Six E-Newsletter Agreement:** 5% discount per e-newsletter.
- **Six E-Newsletter Agreement with Advance Billing:** 10% discount per e-newsletter.
- **Registered Not-for-Profit:** 50% discount per e-newsletter (not eligible for Six E-Newsletter Agreement discount).

NEXT STEPS

Advertising Booking

1. Complete the [Advertising Registration Form](#). If you have any issues, please contact advertising@mainstreeter.ca. This step must be completed before the Booking Date.
2. The Advertising Manager will coordinate with you to secure your preferred ad type, where space is available.
3. Submit your ad file prior to the Submission Date.
4. Your ad is published by *The Mainstreeter* and distributed to our readers!
5. Your invoice will be sent one to two weeks after the Publishing Date (see below).

Invoicing and Payment

Invoices are sent one to two weeks after each Publishing Date by the Accounts Manager and are due upon receipt. Invoices can be paid *in order of preference* by:

1. Direct Deposit
2. Interac E-Transfer
3. Cheque

Contact Information

Role	Advertising Manager	Accounts Manager	Editor
Contact	Ben Crooks	Lyne Lamothe	Lorne Abugov
Email	advertising@mainstreeter.ca	accounts@mainstreeter.ca	editor@mainstreeter.ca
Contact For	Advertising inquiries, booking, and account management	Invoicing and payment matters	All other inquiries

ADVERTISING POLICIES AND GUIDELINES

The Advertising Policies and Guidelines are intended to establish clear expectations for the acceptance and publication of advertisements in *The Mainstreeter*, and in doing so maintain integrity and respect for our readers, advertisers, and the community:

1. All advertisements are subject to review and approval by the Advertising Manager, Editor, and Chair of the Board.
2. The advertiser assumes all liability for the content of their ad and shall indemnify *The Mainstreeter* from any claims and associated costs.
3. *The Mainstreeter* will not create ad content on behalf of advertisers. Ads must be submitted in a publication-ready format.
4. Advertisements must meet the size and resolution specifications provided by *The Mainstreeter*. If resizing is required by our team, it may affect the appearance and legibility of your ad.
5. Ad space is available on a first-come, first-served basis. *The Mainstreeter* is the community newspaper of Old Ottawa East and the majority of its content shall focus on Old Ottawa East, including advertisements. If booked advertisements in a given issue are approaching capacity, preference may be given through the remaining space to advertisers located inside the boundaries of Old Ottawa East or with the greatest impacts/interest to community members. Decisions, when required, shall be determined through consensus by the Advertising Manager, Editor, and Chair of the Board. Existing advertisers that have booked an ad prior to the Booking Date will not be removed despite the foregoing.
6. Ads shall adhere to all applicable laws and regulations. *The Mainstreeter* reserves the right to reject ads that are deemed inappropriate or offensive, including those that promote hate speech, discrimination, or violence, or that advertise illegal products or services adult content; or unsubstantiated health claims or promote unsafe medical practices.
7. Infomercial or advertorial content is not acceptable editorial content in *The Mainstreeter* as it has for its primary purpose the promotion of a business or service. Moreover, such content has the unacceptable aspect of blurring the lines between news/information, on the one hand, and advertising, on the other hand.
 - a. Accordingly, *The Mainstreeter* will not run any articles provided by a business or service provider which promote that business or service as a primary or integral aspect of the content. Rather, *The Mainstreeter* readily accepts commercial advertisements in print or online formats from business and service providers, subject to established rates and the terms of our Advertising Policy.
 - b. *The Mainstreeter* may publish a “Business Beat” article, column or page, with news and information about community businesses and/or their proprietors of interest and relevance to our readers, provided it is written and edited by staff of *The Mainstreeter*, and not by staff of the business in question.
 - c. The use of *The Mainstreeter* name or graphic design or imagery associated with *The Mainstreeter* will not be permitted in any submitted content for publication, except with the express prior written consent of the editor or the Board of Directors.
8. *The Mainstreeter* does not endorse any product or service marked as an advertisement.
9. If an ad is not received by the Submission Date, it may be subject to removal by *The Mainstreeter* to meet publishing timelines. Where the ad has been prepaid, an account credit will be applied. Refunds will not be provided.
10. If *The Mainstreeter* fails to publish an ad that met the Booking Date and Submission Date or published an incorrect ad file, the affected advertiser will have the following options:
 - a. Where the ad has not been prepaid, cancelling the ad or having the ad rebooked for a future issue; or
 - b. Where the ad has been prepaid, a credit will be applied to the account that can be used to extend the advertising subscription run. Refunds will not be offered.
11. *The Mainstreeter* reserves the right to remove the ads of advertisers in arrears based on the invoice deadline.
12. *The Mainstreeter* reserves the right, through its Board, to update the Advertising Policies and Guidelines at any time.