



Marketing opportunities are available in print in our magazine and online through our website. We support your promotional efforts with:

- Additional FREE online perks with your print advertising
- Expo booth + Advertising deals for vendors
- Ad design and copywriting service

Contact us for answers and assistance with creating an affordable marketing plan to help your business thrive.

Take advantage of these FREE perks that come with your Print Ad:

With FULL Page Ad:

- 1 Large Web Banner
- 1 Premium Directory Listing (2 categories)
- Calendar Listings

With HALF Page Ad:

- 1 Small Web Banner
- 1 Premium Directory Listing (2 categories)
- Calendar Listings

With QUARTER Page Ad:

- 1 Premium Directory Listing (2 categories)
- Calendar Listings

With SIXTH Page Ad:

- 1 Basic Directory Listing (2 categories)
- 1 Calendar Listing

All free perks run for the duration of the current issue cycle only.

Print Advertising Rates:

Single placements: one ad per quarter

Discounted placements: commitment to run ad in four consecutive issues

Full Page — 8.75" x 11"

Single Placement... \$710 / Discount \$660

Half Page — 8.75" x 5.375" or 4.25" x 11"

Single Placement... \$410 / Discount \$385

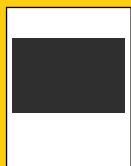
Quarter Page — 4.25" x 5.375"

Single Placement... \$260 / Discount \$235

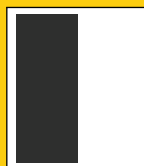
Sixth Page — 4.25" x 3.375"

Single Placement... \$160 / Discount \$135

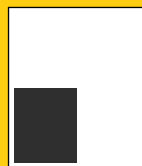
Dimensions are Width x Height. All display ads offered in color at no additional charge.



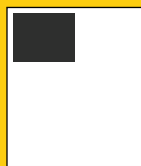
HALF PAGE
HORIZONTAL



HALF PAGE
VERTICAL



QUARTER PAGE



SIXTH PAGE

Order Ad Placements easily and securely online:
PathwaysProductions.com/advertising

2025 Natural Living Expo Dates & Deals!

Spring 2025 – March 30

Hilton McLean-Tysons Corner, McLean, VA

Summer 2025 – June 8 –AND– Fall 2025 Date TBD

Samuel Riggs IV Alumni Center, University of Maryland,
College Park, MD

Vendor Booth*:

8 ft x 8 ft, Incls. 6 ft table/tablecloth, 2 chairs, electrical access

Payment Deadlines

	Spring 2025	Summer 2025
Early Bird Rate – \$375	January 15	April 15
Standard Rate – \$450	February 15	May 15

**Note: A limited number of 4 ft x 4 ft booths are offered for each Expo. Contact us directly about availability and pricing.*

Save Money With Expo + Advertising Bundles!

Maximize your Expo visibility while enjoying substantial savings!
Bundles are available for every budget and come with free extras to support your marketing goals.

Apply Now! Expo Vendor Online Application:

PathwaysProductions.com/vendor-info
Questions? Email: pathwaysads@gmail.com

SPRING 2025 PRINT DEADLINES

Ads Requiring Design Service:

February 14

Print-Ready Ads/Calendar/Directory:

February 21

Digital + Print Edition Releases:

Week of March 3

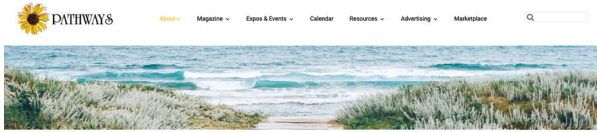
Expo + Advertising Bundles

- 1 Booth + 1 Sixth Page \$475 (\$60 Savings)
- 1 Booth + 1 Quarter Page \$540 (\$95 Savings)
- 1 Booth + 1 Half Page \$650 (\$135 Savings)
- 1 Booth + 1 Full Page \$900 (\$185 Savings)

Pathways ONLINE Advertising

The Pathways website offers promotional opportunities — Web Banners, Pathways Calendar and Pathways Directory — with online-only individual pricing, or in conjunction with print advertising.

Rotating Web Banners

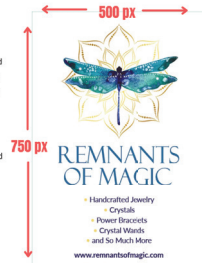


About Pathways

Pathways Productions is a full-service advertising, marketing, event and publishing company serving the mind, body, spirit community since 1979. Through our quarterly and online publications, and our scheduled hosted events, we are committed to providing the public with free or affordable access to local resources that focus on holistic health and wellness practices, spirituality and personal growth, community activism and outreach, and stewardship to the environment. It is our intent to provide this access through information, ideas, events, goods and services.

Since the start, we have been a small, family run business, founded by Lou DeSaba, Pathway's long-time Publisher, who retired in Summer 2021 after almost 40 years at the helm. At present, we have a women-led team dedicated to helping all businesses—local, small, independent, women & minority-owned—succeed and thrive. Over the years, we have expanded our offerings to include live events, most notably the widely successful and always popular Natural Living Expo.

The articles and resources offered by Pathways Magazine and its affiliated hosted events demonstrate a common belief on the part of local individuals, businesses and contributors that sharing ideas and expertise builds community and commerce in a spirit of unity, cooperation and understanding while maintaining a high level of integrity, responsibility and service. *Our mission and our vision reflect a*



Located on strategic, high-traffic pages on the website. Pricing is per quarter (3 months). Banner ad sizes are pixel width x height. Ad design service available for a one-time fee.

- Small Web Banner** | 500 x 500 px — \$100
- Large Web Banner** | 500 x 750 px — \$150
- Headline Banner** | 600 x 150 px — \$400
- Web Banner Design Fee** — \$15

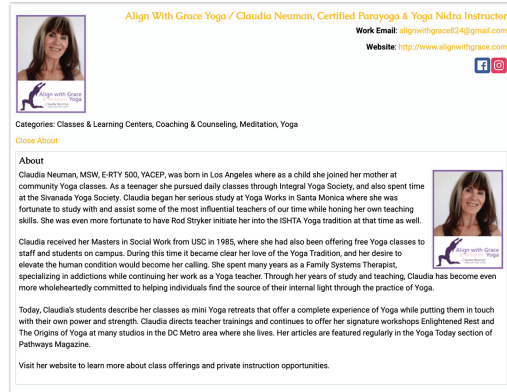
Online Directory

Our extensive guide to products and services, searchable in 90+ categories, A-to-Z. Two listing tiers display your business contact information and description, plus other optional links. Both listings types include a live map link and 2 category placements.

• **Basic Listing** — \$50 ea. / year
Description (100 words max) + Website & social media links



• **Premium Listing** — \$100 ea. / year
Description (250 words max) + Business Logo/Image + Website & social media links



Submitting Your Ad, Materials, Perks

Send Your Print-Ready Ad

Email us your own display ad or web banner when created with our size/art/web design specs.

Print Ad Design Specs:

- Line art at 400 dpi; photos at 200 dpi.
- Ads should be built with CMYK color standard using true black and saved as JPG files. PDFs are acceptable if built with CMYK/true black, but print quality may vary due to conversion.

Claim Your Perks

Submit your Directory and Calendar listings via the online forms we send you when your Advertising Order is received.

Pathways Design Service: For the Busy or Novice Advertiser

Send us your build materials and we create an ad for you for a one-time fee! You must provide the text (in Word file or shared Google doc), plus any layout/design notes. Graphics, logos, and/or photos to be included must be sent as separate JPG or PNG files. *Please ensure the accuracy of all submitted materials prior to sending.*

Copywriting Fee: \$25/hr flat rate

Design Fees*:

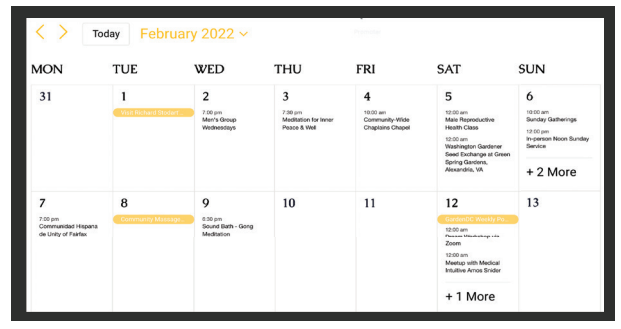
- Full Page \$100
- Quarter Page \$50
- Half Page \$75
- Sixth Page \$30

* Includes 2 rounds of proofing/review; additional rounds may incur an additional fee

Online Events Calendar — \$5 per event listing

Reach a wide audience interested in mind-body-spirit-eco events. Promote in-person and/or virtual workshops, podcasts, retreats, trainings, meetups and more.

Submit Listings online at:
Pathwaysmagazineonline.com/calendar/



Submit Ads, build materials, and any questions to:
pathwaysads@gmail.com

Order Ad Placements Online:
PathwaysProductions.com/advertising