The Niagara Independent

ADVERTISE WITH US

Put your business in front of Niagara and Hamilton readers.

Your source for news, politics, business and commentary in Niagara and beyond.

Full advertisement
400 × 300

Your ad appears on the homepage, inside articles and on section pages, on desktop, tablet and phone, and links straight to your website.

Rates

All prices per month

The Niagara Independent

$1,500 / month

1-month booking

6 months	Total $8,100	$1,350/mo — Save 10% ($150/mo)
12 months	Total $14,040	$1,170/mo — Save 22% ($330/mo)

BEST REACH

The Niagara Independent & The Hamilton Independent

$1,750 / month

1-month booking

6 months	Total $9,450	$1,575/mo — Save 10% ($175/mo)
12 months	Total $16,380	$1,365/mo — Save 22% ($385/mo)

The Hamilton Independent

$1,250 / month

1-month booking

6 months	Total $6,750	$1,125/mo — Save 10% ($125/mo)
12 months	Total $11,700	$975/mo — Save 22% ($275/mo)

Savings are per month, compared with the one-month rate.

Seen across the site

On the homepage, inside articles and on section pages.

On every screen

Desktop, tablet and phone, sized to stay sharp on all of them.

Equal time

Ads rotate through the spots, so every advertiser shares the higher and lower positions.

BOOK YOUR AD

Questions about rates or availability, or ready to book?

sales@niagaraindependent.ca

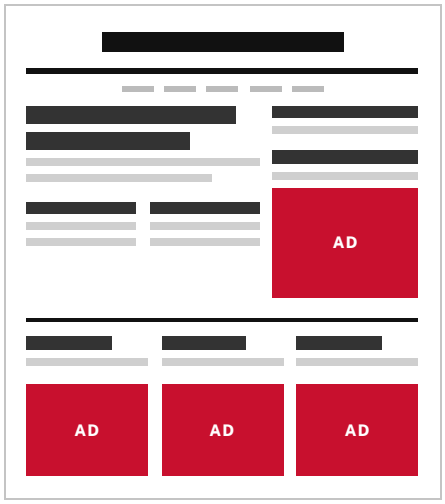
niagaraindependent.ca/advertise

The Niagara Independent

PLACEMENT

One ad, three places.

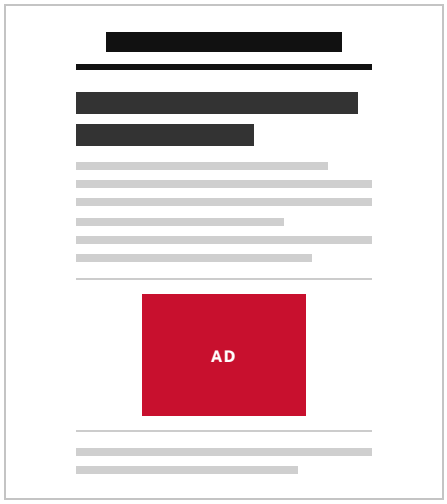
Ads run at the same size on the homepage, inside articles and on section pages, on desktop, tablet and phone, and link straight to your website. They rotate through the open spots on each page load, so each advertiser gets the same share of the top positions.



01

Homepage

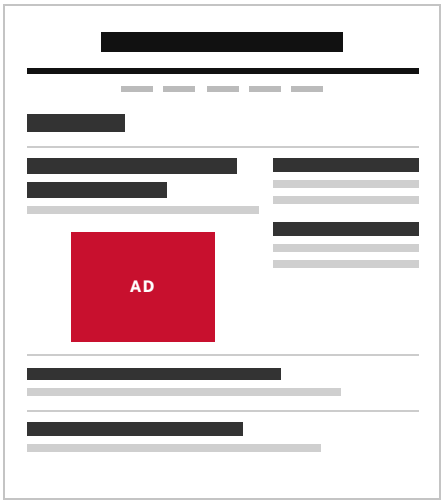
Six to eight ad spots: beside the top stories, in a row under Opinion and down the right-hand column. On phones they're spaced out between stories.



02

Inside articles

Ads sit right in the story, centred between paragraphs: after the third paragraph, then every three or four. Readers see them as they read.



03

Section pages

Local, Provincial, National, Business, Technology, Sports and Opinion: under the lead story, then between stories down the page.

Ad specifications

Size

400 × 300 pixels. Please send it at 800 × 600 so it stays sharp on high-resolution screens.

File type

JPG, PNG or WebP, under 2 MB.

Link

Your ad links to any web address you choose and opens in a new tab.

Wording

Send us the main words in your ad (name, phone number, website). We include them so readers using screen readers hear your message too.

Dates

Your ad starts and ends on the dates you book, automatically.

Premium placement

Ask us about reserving the top spot on the homepage.

BOOK YOUR AD

Ready to reach Niagara and Hamilton readers?

sales@niagaraindependent.ca

niagaraindependent.ca/advertise