



Advertise with the Bowest'ner

Reach 7,000 households while supporting this historic community



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About The Bowest'ner

The Heartbeat of Bowness, Greenwich Village, and Greenbriar.



The Bowest'ner is the voice of Bowness, Greenwich Village, and Greenbriar — a trusted, grassroots publication produced by the Bowness Community Association (BCA).

For almost 30 years, *The Bowest'ner* has connected neighbours, shared important local news, celebrated community spirit, and supported the vibrant culture that makes our corner of Calgary unique.

As a non-profit newsletter, *The Bowest'ner* is made possible thanks to the generous support of local advertisers and sponsors. Every advertisement helps keep *The Bowest'ner* thriving — delivered free of charge to thousands of homes and businesses in our neighbourhoods.

Your support helps us build a stronger, more connected community — and shows residents that your business believes in Bowness!

Why Advertise with Us?

Show your community you're more than a business — you're a neighbour they can trust.

Reach 7,000 Households

Your ad is delivered door-to-door in Bowness, Greenwich Village, Greenbriar, and part of Montgomery, and shared through the BCA's online and social media channels.

Be a Trusted Name

The Bowest'ner has been a reliable community resource for over two decades. Residents trust what they read — and the businesses that appear in our pages.

Gain Long-Term Visibility

Many households keep their Bowest'ner around all month, giving your ad repeated exposure over weeks, not just days.

Support Your Community

Advertising dollars directly support *The Bowest'ner's* production — ensuring it stays free, accessible, and community-driven for everyone.

"I've generated over \$200,000 worth of business in the area (in one year) from advertising in The Bowest'ner."
— AEC Construction



Advertising Rates & Information

Publication Schedule

6 issues per year (January/February, March/April, May/June, July/August, September/October, & November/December).

Distribution

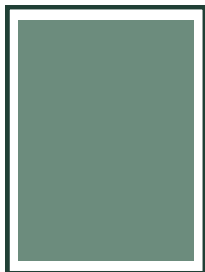
7,000 households and businesses in Bowness, Greenwich Village, Greenbriar, and part of Montgomery.

Special Bonus

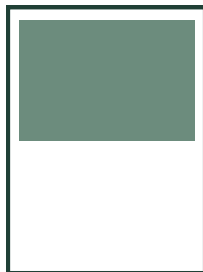
The newsletter is available digitally through the BCA's website and shared across social media – giving your business extra exposure through our network at no extra cost.

SIZE	BLACK & WHITE	COLOUR
CARD (3.5 X 2")	\$75	\$105
QUARTER PAGE (3.5 X 4.5")	\$120	\$170
HALF PAGE (7.25 X 4.5")	\$220	\$310
FULL PAGE (7.25 X 9")	\$375	\$525

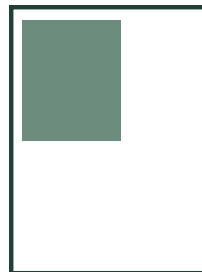
*** These prices are for ads within the body pages of The Bowest'ner. Ads are placed page 12 onwards. For prices of inside front cover and inside/outside back cover, as well as ads specially placed before page 12, see next page.*



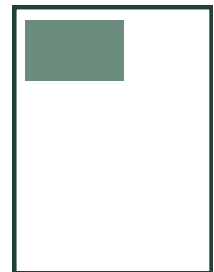
Full Page



Half Page



Quarter Page



Card

Advertising Rates & Information

Premium Placement

Looking for maximum impact? The prices below are for premium ad spots on the inside front cover, inside back cover, and outside back cover — the most visible pages in *The Bowest'ner*. These placements are always printed in full colour, and the pricing reflects their high visibility and limited availability.

SIZE	COLOUR
PAGE 6, 8, OR 10 QUARTER PAGE (3.5 X 4.5")	\$250
PAGE 3, 6, 8, OR 10 HALF PAGE (7.25 X 4.5")	\$450 (Page 3 only) \$400
PAGE 3, 6, 8, OR 10 FULL PAGE (7.25 X 9")	\$575 (Page 3 only) \$550
INSIDE FRONT/BACK COVER HALF PAGE (7.25 X 4.5")	\$500
INSIDE FRONT/BACK COVER FULL PAGE (7.25 X 9")	\$625
OUTSIDE BACK COVER FULL PAGE (7.25 X 9")	Bidding Price Starts at \$700**

*** Please follow us on instagram @mybowness to stay up to date on when back cover bidding begins for each issue or contact editor@mybowness.com.*

Save 10%

Sign an annual contract for all six issues and enjoy a 10% discount! (Plus, pay annually to lock in the current rate before any future increases).

NOTE: This 10% discount does not apply to the outside back cover.

Sponsorship Opportunities

Want to make an even bigger impact?

Sponsor a story or feature in *The Bowest'ner* and connect with readers in a meaningful, memorable way.

How it works:

When you sponsor a page or story, your business name and logo will appear alongside the feature.

Choose from a variety of stories:

- Dogs of Bowness
- Bowness Recipes
- Faces of Bowness
- And much more!

*Sponsoring a story shows the community that you support local life – and gives your business exclusive, high-profile visibility within a well-loved section of *The Bowest'ner*.*

Sponsorship Benefits:

- Your logo prominently featured beside the story title with no other ads on the page
- Business name acknowledged as a community sponsor under the title (ex: "Proudly Sponsored by [Business Name]") and in a list with other businesses on the Thank You Page
- QR code display on the story for readers to be directed to your business page
- Extended reach through online sharing on facebook, instagram, and the BCA website



Facebook
6k followers



Instagram
3k followers



Newsletter
2.8k Subscribers

Sponsoring a story is just \$300 per issue

Commit to sponsoring three or more issues and receive 10% off — or sponsor all six issues and save 25%!

Submission Timeline

Submission & Invoicing Deadlines

To make sure your ad or sponsorship appears in the right issue, please send us your materials by the submission deadline listed below. This includes confirming your booking and sending any artwork or logos. We'll send an invoice at that time, with payment due within two weeks.

2026/27 Issue Deadlines

Issue	Submission Deadline
July/August	June 5, 2026
September/October	July 31, 2026
November/December	October 2, 2026
January/February	November 27, 2026
March/April	January 29, 2027
May/June	March 26, 2027





Ready to Reach Your Community?

We would love to help your business grow while supporting our neighbourhoods!

For more information or to book your ad/sponsorship:



communications@mybowness.com



403.288.8300



mybowness.com

Let's work together to keep Bowness connected and vibrant – and help your business thrive along the way.