

# Turning Away Advertisers

## Are We Stupid?

We need advertising revenue to cover the costs of publishing this high-quality magazine and to stay in business, yet lately we've been turning down some potential advertisers who wanted to place ads with us. They've been big ads, too.

The reason we had to turn them away was because they "made us an offer we had to refuse." Saying our ad prices are too high, they named their own prices for what they would pay to get an ad in our magazine. Oh, they were tempting. We like big ads from prestigious advertisers. And every bit of revenue is most welcome.

We turned down their offers because we don't feel right giving special price cuts to some people, while charging full prices to others. It's part of our ethical approach to business. We do what we say we'll do, we treat everyone fairly, we charge everybody the same.

If word got out that some advertisers got their ad spaces for a different price than others pay, our integrity would be shot. People would lose respect. We'd feel terribly guilty.

So, regretfully, we had to say "bye bye" to some potential advertisers. We told them the reason and said we hope they

might consider us again, when their budgets allow them to pay what others pay. It hurts to think that we could have made more money, but we just can't start down that slippery slope of treating some people differently. Our rates and special offers are clearly stated on our rate sheet, and our word and ethics are gold.

## In These Pages

There is a lot to explore in this issue, from experiences along beautiful southern Georgian Bay, up the Bruce Peninsula and onto Manitoulin Island, to a park nestled between Georgetown and Brampton. We look at summer attractions in cottage country, encourage you to turn down your lights so you can look up at the stars, and get your feet wet in an urban nature park.

Gardeners will like to study the ideas in Canada Blooms' garden that won the *Niagara Escarpment Views* Most Imaginative Garden award this year. Everyone will find something to love among the many award-winning photographs in the Halton Hills Camera Club's recent photo contest.

There's more: John Bacher has a clear opinion of "the Crombie Report" which evaluates the many plans that



Gloria among the spring blossoms at the April 29 opening of the David Braley & Nancy Gordon Rock Garden, Royal Botanical Gardens

protect and control the Niagara Escarpment and other areas. Bruce Mackenzie shares a trip to Lion's Head and a site that grows the beautiful Michigan Lily. Our regular columns on land conservation and a parcel of inherited forest also appear. There's much to peruse while planning your summer excursions or relaxing from outdoor exertions.

We hope you enjoy what we've put together in this issue, and hope it helps you

have a wonderful summer. We love hearing from you about anything, but this time, could you also let us know your answer to our burning question at the top of this page? As for turning away advertisers and their money, are we stupid?

*Gloria*

**Gloria Hildebrandt**  
*P.S. Wild animals need wild spaces.*

## LET US KNOW WHAT YOU THINK!



Write us at [editor@NEViews.ca](mailto:editor@NEViews.ca)  
or *Niagara Escarpment Views*,  
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