

West Rouge Life Magazine & Website

Advertising Guidelines

For West Rouge Life Magazine:**LAYOUT & DIMENSION**

Please refer to the reversed side Layout Template for the size and orientation of your artwork. **Please conform to the exact dimension as stated in the Layout Template.** Non standard sized artwork will not be accepted. Supply art work size as to fit your ad.

ELECTRONIC FORMATS (MAC OR PC)

- **Media** – Please submit digital artwork in high resolution (300dpi) on a CD or by e-mail as an attachment to: advertising@westrouge.org
- **File Format** – Adobe Acrobat PDF or JPG (all at a high resolution – 300dpi)
*NO WORD DOCUMENTS (.doc) or MS Publisher files will be accepted for ads.
- A hardcopy must accompany the disc for proofing purposes. Please do not fold or bend.
- All fonts must be embedded in artwork, or please supply them separately.

NON-ELECTRONIC FORMATS ARE NO LONGER ACCEPTED. If you need an advertisement created for your company, please email VinceBoyko@rogers.com or call 416.724.1410.

ALL ADS & PAYMENT MUST BE RECEIVED BY THE SUBMISSION DEADLINE. NO EXCEPTIONS!!

PAYMENT: cash or cheque payable to: W.R.C.A., or (West Rouge Community Association).

DEADLINE: for next issue submission will appear in the current magazine issue.

DISTRIBUTION: approximately 8 weeks following the submission deadline, to 7,000+ residents.

MAGAZINE ADVERTISING CONTACT: Angie Sheridan at 416-284-8519. Email: advertising@westrouge.org

DISCOUNT AD PRICING:

We are pleased to offer a 5% discount to advertisers who

place the same ad with no changes to our annual 2 issues, commencing with the Fall/Winter issue to the Spring/Summer issue. The advertiser must pre-pay for the 2 issues. We offer this discount once a year only, which is when the advertiser submits their ad and payment for the Fall/Winter issue.

* Advertising guidelines are also available on the website www.westrouge.org

The West Rouge Life magazine is entirely produced and distributed by community volunteers. Thank-you for advertising in our community magazine!

For the West Rouge Website:

In order to advertise on the site (www.westrouge.org) or be listed in the directory, you must FIRST have placed an advertisement in the West Rouge Life Magazine. You cannot advertise solely on the website, and there are no exceptions. Contact: VinceBoyko@rogers.com for more information.

There are 2 packages available:

1) \$25 – What you get: Listing on the site under the appropriate Category, with your Business Name, Address, Phone #, Website, Email Address – for 1 year.

The yearly term is calendar Jan 1 – Dec 31.

2) \$75 – What you get: Everything in #1, plus a large ad spot to be shown at the top of each page. This ad rotates and will be on all the directory pages, so your ad will have a lot of chances to be viewed. Information to be shown in this spot include: Logo / Company Name, tag line or slogan, 1 image only, and 1 form of contact information (either telephone #, email or website). Please note that these are static ad spots and not flash animated spots. Please see the examples on the site.

Please contact VinceBoyko@rogers.com for more information about WestRouge.org website advertising.

Advertising Volunteers Needed!

Requires following up with current advertisers in reminding them of deadline for submission, cheque pick-up and delivery of magazine. Please call Angie Sheridan at 416-284-8519 for further details.

<p>1.75"</p> <p>1 Unit</p> <p>2.0"</p>	<p>3.50"</p>	<p>5.25"</p>	<p>7.0"</p>
<p>4.0"</p>			
<p>5.0"</p> <p>This horizontal line is for half page ads</p> <p>6.0"</p>			
<p>8.0"</p>			
<p>10.0"</p>			

LAYOUT DIMENSIONS		COST
(WIDTH X HEIGHT)		
2 Units	3.50" x 2.00" 1.75" x 4.00"	\$30.00
4 Units	7.00" x 2.00" 3.50" x 4.00" 1.75" x 8.00"	\$60.00
5 Units	1.75" x 10.00" 3.50" x 5.00"	\$75.00
6 Units	5.25" x 4.00" 3.50" x 6.00"	\$90.00
10 Units (½ Page)	7.00" x 5.00" 3.50" x 10.00"	\$150.00
20 Units (Full Page)	7.00" x 10.00"	\$255.00
Inside	8.00" x 10.50"	\$400.00
Back Cover*	8.00" x 10.50" <small>THIS AD IS PRINTED IN COLOUR</small>	\$550.00 <small>THIS AD IS PRINTED IN COLOUR</small>

* Inside Back Cover and Back Cover are available to winners of the "Full-Page Ad Draw".

TO DETERMINE THE DIMENSIONS OF YOUR AD:
Start at the top left. For example, a six-unit ad can be 2 across by 3 down, which is 3.50"x6.00". Or it can be 3 across by 2 down, which is 5.25"x4.00".