



# Advertising Information

*West Rouge Life magazine*

## Why advertise with us?

The West Rouge Community Association represents the local community through advocacy, support and sponsorship of events, and by communicating information about our community to area residents.

The West Rouge Community Association publishes a magazine called *West Rouge Life* twice each year. The magazine contains a variety of local interest articles and is delivered to 3,400 homes in our community and many local businesses.

Advertising with the West Rouge Community Association through *West Rouge Life* is a great way for businesses to connect with local residents.

## Advertising guidelines

### For *West Rouge Life* Magazine

#### Layout, dimensions & instructions

See page 3 of this document for a template for ad sizes.

- Ensure your ad conforms to the dimensions indicated and supply artwork to fit your ad.
- Submit digital artwork in high resolution by email as an attachment to the Advertising Director, Maddy Chandrasekaran at [westrougelifeads@gmail.com](mailto:westrougelifeads@gmail.com).
- MS Word documents or MS Publisher documents cannot be accepted for ads.
- If you need an ad created for your company, please email Paul Cookson from Ad Army Group at [paul@adarmygroup.com](mailto:paul@adarmygroup.com).
- **All ads and payments must be received by the submission deadline.**

#### Payment

You can pay for your *West Rouge Life* ad by PayPal or credit card at [westrouge.org/advertising](http://westrouge.org/advertising) or by cheque made payable to the **West Rouge Community Association** and mailed to Maddy Chandrasekaran. Contact Maddy for mailing instructions at [westrougelifeads@gmail.com](mailto:westrougelifeads@gmail.com). See page 3 of this document for a template for ad sizes and pricing.

#### Distribution

- *West Rouge Life* is distributed approximately 6-8 weeks following the submission deadline to all homes in the community and many local businesses.



**WEST ROUGE**  
COMMUNITY ASSOCIATION



# Advertising Information

*westrouge.org website*

## Why advertise with us?

The West Rouge Community Association represents the local community through advocacy, support and sponsorship of events, and by communicating information about our community to area residents.

In addition to *West Rouge Life*, the West Rouge Community Association also maintains a community information website at [westrouge.org](http://westrouge.org). The website content includes interest articles, community reports, event listings and a local news section.

Advertising with the West Rouge Community Association through [westrouge.org](http://westrouge.org) is a great way for businesses to connect with local residents.

## Advertising guidelines

### For the *westrouge.org* website

- A large ad that appears in a rotating spot on each page of the website.
- Your ad will have lots of chances to be viewed.
- Your ad will be displayed on our website for a period of one year.
- For examples of the rotating website ads, please visit our website at [westrouge.org](http://westrouge.org).
- All ads are included in the Business Directory on the website at [westrouge.org/businessdirectory](http://westrouge.org/businessdirectory).

### Layout

- Your ad can be designed by a designer of your choice or Ad Army Group Marketing Services for a cost of \$99 per ad. The contact for Ad Army Group is Paul Cookson at [paul@adarmygroup.com](mailto:paul@adarmygroup.com) or 416-271-7994.
- Ad format requirements are 300 pixels in width by 250 pixels in height in .png or .jpeg format.

### Payment

You may pay for your website ad by PayPal at [westrouge.org/advertising](http://westrouge.org/advertising) or cheque made payable to the **West Rouge Community Association**. Contact Sonya Barclay at [sajbarclay@gmail.com](mailto:sajbarclay@gmail.com) to arrange delivery/pick-up of your cheque. The annual cost for a website ad is \$90 for a 12-month period.

<b>1.75"</b>  <b>1 unit</b>  <b>2.0"</b>	<b>3.50"</b>	<b>5.25"</b>	<b>7.0"</b>
<b>4.0"</b>			
<b>6.0"</b>			
<b>8.0"</b>			
<b>10.0"</b>			

The horizontal line is for 10 unit ads

### Layout Dimensions

Black & White Ads	Width x Height	Cost
2 units	3.50" x 2.00"	\$70
	1.75" x 4.00"	
4 units	7.00" x 2.00"	\$140
	3.50" x 4.00"	
	1.75" x 8.00"	
5 units	3.50" x 5.00"	\$175
6 units	3.50" x 6.00"	\$210
8 units	7.00" x 4.00"	\$260
Half page (10 units)	7.00" x 5.00"	\$300
Full page (20 units)	7.00" x 10.00"	\$600

  

Colour Ads	Width x Height	Cost
Inside front cover	8.00" x 10.50"	\$850
Inside back cover	8.00" x 10.50"	\$850
Back cover	8.00" x 10.50"	\$1,000
Centrefold spread-2 page	16.00" x 10.50"	\$2,000
Centrefold inside page	8.00" x 10.50"	\$1,000
Centrefold outside page	8.00" x 10.50"	\$850

  

**To determine the dimensions of your ad:**  
Start at the top left. For example, a four-unit ad can be 4 units wide by 1 unit in height - 7.00" x 2.00" or 2 units wide by 2 units in height - 3.50" x 4.00" or 1 unit wide by 4 units in height - 1.75" x 8.00".