



Advertising Information

West Rouge Life Magazine & WRCA Website

Why advertise with us?

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

The WRCA 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.

In addition to *West Rouge Life*, the WRCA also maintains a community information website at westrouge.org. The website content includes interest articles, community reports, event listings and a local news section.

Advertising with the WRCA, whether through *West Rouge Life* or the website is a great way for businesses to connect with local residents.

Advertising guidelines

For West Rouge Life Magazine

Layout, dimensions & instructions

- Please see page 2 of this document for a template for ad sizes.
- Please make sure your ad conforms to the dimensions indicated and supply artwork to fit your ad.
- Please submit digital artwork in high resolution by email as an attachment to the Advertising Director, Gita Viswanathan at gitasv7@gmail.com.
- Please note that 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.
- **All ads and payments must be received by the submission deadline.**

Payment

- You may pay for your *West Rouge Life* ad by PayPal at westrouge.org/advertising or cheque made payable to the West Rouge Community Association and mailed to Gita Viswanathan. Contact Gita for mailing instructions at gitasv7@gmail.com or 647-838-4447.

Distribution

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

For the WRCA Website

\$90 – What you get

- A large ad that appears in a rotating spot on the website.
- Your ad will have lots of chances to be viewed.
- You ad will be displayed on our website for a period of one year.

Layout

- Your ad will be designed by Ad Army Group or a designer of your choice and can include your logo/company name, tag line or slogan, one image only, and one form of contact information (either telephone number, email address or website address).
- For examples of website ads, please visit our website at westrouge.org.

Payment

- You may pay for your website ad by PayPal at westrouge.org/advertising or cheque made payable to the West Rouge Community Association and mailed to Kevin Narraway, 79 Fanfare Ave., Toronto, ON M1C 2N4.

WRCA website contact:

Kevin Narraway, knarraway@gmail.com

DISCOUNT AD PRICING

We offer a 5% discount for advertisers that advertise in both the Spring and Fall issues of *West Rouge Life*. The advertiser must pre-pay their ad for both issues prior to the Spring submission deadline.

1.75" 1 unit 2.0"	3.50"	5.25"	7.0"
4.0"			
6.0"	This horizontal line is for 10 unit ads		
8.0"			
10.0"			

LAYOUT DIMENSIONS		
	WIDTH X HEIGHT	COST
2 units (non-colour)	3.50" x 2.00" 1.75" x 4.00"	\$35.00
4 units (non-colour)	7.00" x 2.00" 3.50" x 4.00" 1.75" x 8.00"	\$70.00
5 units (non-colour)	3.50" x 5.00"	\$87.50
6 units (non-colour)	3.50" x 6.00"	\$105.00
8 units (non-colour)	7.00" x 4.00"	\$140.00
Half page (non-colour)	7.00" x 5.00"	\$175.00
Full page (non-colour)	7.00" x 10.00"	\$310.00
Half page (colour)	7.00" x 5.00"	\$220.00
Full page (colour)	7.00" x 10.00"	\$440.00
Inside back cover (colour)	8.00" x 10.50"	\$480.00
Inside front cover (non-colour)	8.00" x 10.50"	\$550.00
Back cover (colour)	8.00" x 10.50"	\$650.00
<p>* All other sizes in colour have a 20% upcharge over black and white. Colour selections are first come first served as they are limited.</p> <p>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" x 6.00" or it can be 3 across by 2 down, which is 5.25" x 4.00"</p>		