



WEST ROUGE
COMMUNITY ASSOCIATION

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

- 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. If you need an ad created for your company, please discuss this further with Maddy.
- MS Word documents or MS Publisher documents cannot be accepted for ads.
- **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 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.

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. 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 is a great way for businesses to connect with local residents.

Advertising guidelines

For the *westrouge.org* website

- The ad appears in a rotating carousel 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 6 months aligned to the publication of *West Rouge Life* magazine.
- For examples of the rotating website ads, please visit our website at westrouge.org.
- All ads are included in the Business Directory on the website at westrouge.org/businessdirectory.

Layout

- Your ad can be designed by a designer of your choice or if you would like us to connect you with a designer, please contact the Advertising Director, Maddy Chandrasekaran at westrougelifeads@gmail.com.
- 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 or credit card at westrouge.org/advertising or cheque made payable to the **West Rouge Community Association** and mailed to Maddy Chandrasekaran. Contact Maddy for mailing instructions at westrougelifeads@gmail.com. The cost for a website ad is \$70 for a 6-month period, following the same cycle as the print magazine, however the price is discounted to \$50 if a website ad is purchased with an ad in *West Rouge Life* Magazine.

1.75"	3.50"	5.25"	7.0"
1 unit			
2.0"			
4.0"			