

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 <u>westrouge.org/advertising</u> or by cheque made payable to the **West Rouge Community Association** and mailed to Maddy Chandrasekaran. Contact Maddy for mailing instructions at <u>westrougelifeads@gmail.com</u>.

Distribution

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



Advertising Information

westrouge.org website



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 <u>westrouge.org</u> 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"		Layout Dimensions		
		Black & White Ads	Width x Height	Cost
		2 units	3.50" x 2.00" 1.75" x 4.00"	\$76
		4 units	7.00" x 2.00" 3.50" x 4.00"	\$152
		5 units	1.75" x 8.00" 3.50" x 5.00"	\$190
	. : . f 10 :	6 units	3.50" x 6.00"	\$228
ine norizontai iini	e is for 10 unit ads	8 units	7.00" x 4.00"	\$260
c 0"		Half page (10 units) Full page (20 units)	7.00" x 5.00" 7.00" x 10.00"	\$325 \$650
6.0"		ran page (20 anto)	7.00 X 10.00	φ030
		Colour Ads	Width x Height	Cost
		2 units	3.50" x 2.00"	\$100
		4rite	1.75" x 4.00"	¢200
		4 units	7.00" x 2.00" 3.50" x 4.00"	\$200
			1.75" x 8.00"	
		5 units	3.50" x 5.00"	\$250
		6 units	3.50" x 6.00"	\$300
		8 units	7.00" x 4.00"	\$400
יים ס		Half page (10 units) Full page (20 units)	7.00" x 5.00" 7.00" x 10.00"	\$500 \$950
8.0"		Inside front cover	8.00" x 10.50"	\$950
		Inside back cover	8.00" x 10.50"	\$950
		Back cover	8.00" x 10.50"	\$1,100
		Centrefold spread-2 page	16.00" x 10.50"	\$1,900
		Centrefold inside page Centrefold outside page	8.00" x 10.50" 8.00" x 10.50"	\$1,000 \$950
		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		
10.0"		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".		
10.0		wide by 4 dilits in height -	- X 0.00 .	