



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

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, Gita Viswanathan at gitasv7@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.
- **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 Gita Viswanathan. Contact Gita for mailing instructions at gitasv7@gmail.com or 647-838-4447. 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.

DISCOUNT WEST ROUGE LIFE MAGAZINE 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.



WEST ROUGE
COMMUNITY ASSOCIATION

Advertising Information

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

Advertising guidelines

For the [westrouge.org](http://www.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 www.westrouge.org.
- All ads are included in the Business Directory on the website at www.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 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 www.westrouge.org/advertising or cheque made payable to the **West Rouge Community Association**. Contact Sonya Barclay at 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.

DISCOUNT PRICES FOR COST OF A WEB AD

If you purchase an ad of any size in one issue of West Rouge Life magazine (Spring or Fall), you can purchase a web ad for \$60. If you purchase an ad of any size in two issues of West Rouge Life magazine (Spring and Fall), you can purchase a web ad for \$30. * The advertiser must pre-pay for their ad for the magazine issue(s) and the website ad prior to the applicable Spring or Fall submission deadline.

<p style="text-align: center;">1.75"</p> <p style="text-align: center;">1 unit</p> <p style="text-align: center;">2.0"</p>	<p style="text-align: center;">3.50"</p>	<p style="text-align: center;">5.25"</p>	<p style="text-align: center;">7.0"</p>																																	
<p style="text-align: center;">4.0"</p>		<div style="background-color: #008000; color: white; padding: 10px;"> <p style="text-align: center; margin: 0;">LAYOUT DIMENSIONS</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 5px 0;"> <thead> <tr> <th style="width: 40%;"></th> <th style="width: 30%;">WIDTH X HEIGHT</th> <th style="width: 30%;">COST</th> </tr> </thead> <tbody> <tr> <td>2 units (colour)</td> <td>3.50" x 2.00" 1.75" x 4.00"</td> <td>\$42.00</td> </tr> <tr> <td>4 units (colour)</td> <td>7.00" x 2.00" 3.50" x 4.00" 1.75" x 8.00"</td> <td>\$84.00</td> </tr> <tr> <td>5 units (colour)</td> <td>3.50" x 5.00"</td> <td>\$105.00</td> </tr> <tr> <td>6 units (colour)</td> <td>3.50" x 6.00"</td> <td>\$126.00</td> </tr> <tr> <td>8 units (colour)</td> <td>7.00" x 4.00"</td> <td>\$168.00</td> </tr> <tr> <td>Half page (colour)</td> <td>7.00" x 5.00"</td> <td>\$220.00</td> </tr> <tr> <td>Full page (colour)</td> <td>7.00" x 10.00"</td> <td>\$440.00</td> </tr> <tr> <td>Inside back cover (colour)</td> <td>8.00" x 10.50"</td> <td>\$480.00</td> </tr> <tr> <td>Inside front cover (colour)</td> <td>8.00" x 10.50"</td> <td>\$550.00</td> </tr> <tr> <td>Back cover (colour)</td> <td>8.00" x 10.50"</td> <td>\$650.00</td> </tr> </tbody> </table> <p style="margin: 5px 0;">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> </div>			WIDTH X HEIGHT	COST	2 units (colour)	3.50" x 2.00" 1.75" x 4.00"	\$42.00	4 units (colour)	7.00" x 2.00" 3.50" x 4.00" 1.75" x 8.00"	\$84.00	5 units (colour)	3.50" x 5.00"	\$105.00	6 units (colour)	3.50" x 6.00"	\$126.00	8 units (colour)	7.00" x 4.00"	\$168.00	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 (colour)	8.00" x 10.50"	\$550.00	Back cover (colour)	8.00" x 10.50"	\$650.00
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