



WEST ROUGE
COMMUNITY ASSOCIATION



Advertising Information

West Rouge Life magazine & 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.

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.

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, 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 westrouge.org 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.
- 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 will 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 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.

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.

<div>1.75"</div> <div>1 unit</div> <div>2.0"</div>	3.50"	5.25"	7.0"																																				
4.0"		<div>LAYOUT DIMENSIONS</div> <table><tr><td></td><td>WIDTH X HEIGHT</td><td>COST</td></tr><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><tr><td colspan="3">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"</td></tr></table>			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	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"		
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