

ADVERTISING INFORMATION PACKAGE

Official Town Guide for Recreation/Culture/Facilities/Parks Programs and Events
Full Colour For Both Online & Print Hardcopy

INSIDE PAGES

1/8 Page	3 3/8" W x 2 1/4" H	\$220
1/4 Page	3 3/8" W x 4 1/2" H	\$393
1/2 Page	7" W x 4 1/2" H	\$638
Full Page	7" W x 9 1/4" H	\$1115

INSIDE COVERS OR BACK PAGE

1/2 Page	7" W x 4 1/2" H	\$735 (if available)
Full Page	7" W x 9 1/4" H	\$1250

*Prices above do not include 13% HST.
Creative services available to design your ad.*

Add \$50 and create a **direct link** from your ad in the eGuide to **your website!**

ONLINE GUIDE FEATURES

- Advanced search function
- Active website links
- Full colour online and print
- notes and share functions
- Advertiser menu

GUIDE FACTS

- Approximately 75% registrations online
- Over 17,000 registrations per year
- Current issue: 2000+ weekly viewers
- 4000 copies to be printed for pick up at Town Facilities / mailed on request
- 6 month shelf life: February 2020- August 2020

KEY DATES

Nov. 22, 2019	First right of renewal deadline
Dec. 6, 2019	10% discount ends on PREPAID ads
Jan. 7, 2020	Deadline for artwork and payment
Feb. 6, 2020	LIVE / Distribution

CONTACT

MICOLE RUBINOFF

(905) 640 - 1910 x 2323

Micole.Rubinoff@townofws.ca

ADVERTISING REQUEST FORM

**BOOK YOUR
SPACE NOW!**

CLIENT INFORMATION

ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____

POSTAL CODE: _____

CONTACT PERSON: _____

EMAIL ADDRESS: _____

PHONE NUMBER: *BUSINESS* _____

CELL _____

AD SUBMISSION REQUIREMENTS

- Ad must be submitted electronically.
- Ad must be sized according to the specifications listed on reverse.
- Submission format: press ready, high resolution (300dpi) PDF (preferred), TIFF or JPG
- Ads will appear as submitted (colour or greyscale, text as is).
- Graphic design services available upon request.
- Completed request form with payment must be received by deadline date to secure ad space in guide.

PAYMENT INFORMATION

PAYMENT MUST ACCOMPANY THIS FORM.

Credit card payments can be made online: townofws.ca/advertising

Cash Cheque, payable to: **Town of Whitchurch-Stouffville**
(Please indicate "Leisure Ad" on cheque)

ADVERTISEMENT INFORMATION

INSIDE PAGES

1/8 PAGE 1/4 PAGE 1/2 PAGE FULL PAGE

AD COST

\$ _____

COVER (HALF PAGE OR FULL PAGE)

INSIDE FRONT INSIDE BACK BACK PAGE

\$ _____

WEBLINK ADDRESS: _____

\$ _____

CREATIVE

MINOR EDIT TO EXISTING (\$50) NEW AD (\$100 - INCLUDES 1 EDIT)

\$ _____

SUBTOTAL:

\$ _____

13% HST:

\$ _____

TOTAL PAID:

\$ _____

**FINAL DEADLINE FOR ARTWORK & PAYMENT:
January 7, 2020**

Advertising space is limited. Ads will be accepted on a "First Come, First Serve" basis with a first right of renewal for most recent advertisers. Although we will accept requests for ad placement for inside pages, it will remain at the discretion of the Town of Whitchurch-Stouffville. Cancellations will be refunded minus 30% of cost.

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