

## Whitchurch-Stouffville Leisure Guide

### Advertising Information Package

Spring and  
Summer 2019

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

#### Inside Pages

1/8 page \$215 (3 3/8"W x 2 1/4"H)

1/4 page \$385 (3 3/8"W x 4 1/2"H)

1/2 page \$625 (7"W x 4 1/2"H)

Full page \$1095 (7"W x 9 1/4"H)

#### Inside Covers or Back Page

Full page \$1225/ Half page \$720

*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**

#### Guide facts

- ◆ Approx. 70% registrations online
- ◆ Over 15,000 registrations/year
- ◆ Last issue, Fall/Winter online: average 2000 unique weekly visits
- ◆ 3000 copies to be printed for pick up at Town Facilities/mailed on request
- ◆ 6 month Shelf life, Feb. 2019— August 2019

#### KEY DATES:

Dec 14, 2018: First right of renewal deadline  
Dec. 21, 2018: 10% discount ends on PREPAID ads  
Jan. 15, 2019: Deadline for Artwork and Payment  
Feb. 7, 2019: 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 \_\_\_\_\_

Telephone Numbers: Business \_\_\_\_\_ Cell \_\_\_\_\_

## Payment Information

*Payment MUST accompany this form*

Credit Card please select type:  Visa  MasterCard

Credit Card Number: \_\_\_\_\_ Expiry Date : \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Cash  Cheque made payable to Town of Whitchurch-Stouffville

## Advertisement Information

Inside Pages:  1/8 page  1/4 page  1/2 page  Full Page

Cover (full page):

inside front  inside back  Back Page

Ad cost: \$ \_\_\_\_\_

Web Link (address) \_\_\_\_\_ \$ \_\_\_\_\_

Creative:  First Edit (\$50)  New Ad (\$85, includes 1 edit) \$ \_\_\_\_\_

Subtotal: \$ \_\_\_\_\_

13% HST \$ \_\_\_\_\_

Total Paid: \$ \_\_\_\_\_

## Final Deadline

Artwork and Payment:

January 15, 2019

### CONTACT:

**Micole Rubinoff, Manager, Recreation**

905-640-1910 x 2323 ;

micole.rubinoff@townofws.ca

## 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

## Online Guide FEATURES

- Advanced search function
- Active website links
- Full colour online and print
- Sticky notes and favourite flags
- Advertiser menu

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