

Introducing the **New & Improved** **Woolwich Community Guide**

2012 Advertising Rate Card

With so much going on in Woolwich, we had to make the Community Guide **BIGGER AND BETTER** to fit everything in.

Place an ad in our Community Guide to increase awareness of your business or community group. The Community Guide contains over 90 pages jam-packed with information about leading a healthy and active life in the Township of Woolwich.

Top 5 Reasons to Advertise in the Woolwich Community Guide

- 1. Distribution:** Over 12,000 copies of the Community Guide are printed and distributed to homes, recreation facilities, businesses, libraries, and other locations twice each year.
- 2. Affordability:** The Community Guide is a cost-effective way of getting your message out.
- 3. It's a Keeper!** Every household refers to the Community Guide through the season.
- 4. Online Exposure:** In addition to the printed copies, all advertisements will be displayed in the online PDF version of the Community Guide.
- 5. Advertisers' Index:** In addition to your ad, there will be a quick-reference Advertisers' Index so people can find your business or organization easily.

Deadlines

SPRING / SUMMER 2012:

Ad Submission:

~~January 27, 2012~~

February 3, 2012

**Deadline
Extended!**

Distribution: **Week of March 5**

FALL / WINTER 2012:

Ad Submission:

June 29, 2012

Distribution: **Week of August 12**

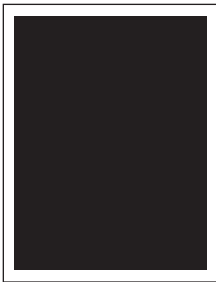
For Information About Advertising

Contact: 519-669-6026 or
woolwichguide@woolwich.ca

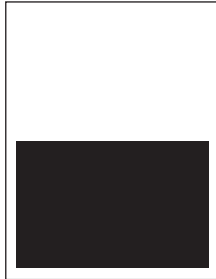


Woolwich Community Guide 2012 Advertising Rate Card

Standard Sizes



Full



Half



Quarter

Ad Specifications (Full Colour)

For Outside Back Cover, Inside Front Cover, Inside Back Cover

Trim 7" w x 11" h
Live 6" w x 10" h
Bleed..... 7.25" w x 11.25" h

Ad Specifications (Full Colour)

Full* 6.25" w x 9.625" h
Half (horizontal)* ... 6.25" w x 4.6825" h
Quarter* 3" w x 4.6825" h

*No bleed required.

† To receive a 10% discount you must purchase 2 consecutive ad spaces (at the same size). We will require payment in full, for both ads, upon booking – an invoice for both amounts will be generated by the Township of Woolwich, payable in full in 30 days.

BUNDLE AND SAVE – Purchase 2 consecutive ads and save 10%†

Distribution Ad Rates (Full Colour)

Save 10%

	1 Issue		2 Issues	
	Business	Non-profit	Business	Non-profit
Outside Back Cover	\$900.00	\$675.00	\$810.00	\$607.50
Inside Front Cover	\$788.00	\$591.00	\$709.20	\$531.90
Inside Back Cover	\$788.00	\$591.00	\$709.20	\$531.90
Full	\$488.00	\$366.00	\$439.20	\$329.40
Half	\$293.00	\$220.00	\$263.70	\$198.00
Quarter	\$188.00	\$141.00	\$169.20	\$126.90

All prices are net per edition. Prices subject to change without notice. Taxes extra.

Payment

For all advertisements, the Township of Woolwich will issue an invoice; payable in full 30 days from the date of the invoice.

Digital Requirements

AD COMPONENTS:

All ads must be in digital form (PDF, JPEG or TIFF) and must conform to sizes listed in this rate card. Bleeds are available on full-page ads for inside front, inside back and outside back covers only. We reserve the right to re-size or re-border any ad that does not conform to our specifications. Ad creation and production not included.

FILE FORMATS:

All ads must be supplied completed. Ad creation and production not included. Final ads can be provided as a high resolution PDF, JPEG or TIFF but must be saved as CMYK at 300 dpi resolution.

AD SUPPLIED:

All ads are required on disk or by email. Please include all related files and embed fonts required for output. Digital files must be high resolution (300 dpi) PDF or JPEG or TIFF. Ads submitted by email are limited to 5MB or less.

Email files to: woolwichguide@woolwich.ca.

LATE RECEIPT:

For advertisements received after deadlines, advertisers may be subject to an additional charge per ad.

Township of Woolwich
24 Church Street West, P.O. Box 158, Elmira, ON N3B 2Z6
Phone: 519-669-6026 | woolwichguide@woolwich.ca | www.woolwich.ca

