

# 2017 editions of the Woolwich Community Guide Ad Rate Card

## Book your advertisement in the 2017 Woolwich Community Guides

Place an advertisement in the Woolwich Community Guide to increase awareness of your business, organization or community group. The Community Guide contains information about things to see & do in the Township, local businesses, and Woolwich Council.

### Top 5 Reasons to Advertise in the Woolwich Community Guide

- 1. Distribution:** Over 9000 copies of the Community Guide are printed and distributed throughout Woolwich twice a year. The Guide is also posted on the Township's website
- 2. Affordability:** The Community Guide is a cost-effective way of getting your message out to a wide audience and keeping it in the public eye.
- 3. Key Resource:** The Guide is produced twice a year and is a resource for all residents, businesses and organizations – people refer to it over and over.
- 4. Exposure:** In addition to the printed copies, all advertisements will be displayed in an online PDF version of the Guide.
- 5. Advertisers' Index:** In addition to your ad, there is an Advertisers' Index so people can easily find you.

### Key Deadlines

Ads must be submitted complete and as per the specifications; no edits required.

#### SPRING & SUMMER 2017

Book Your Ad by **December 16, 2016**  
Submit Your Ad by **January 3, 2017**  
Guide Distribution: **February 2017**

#### FALL & WINTER 2017

Book your Ad by **June 9, 2017**  
Submit your ad by **June 23, 2017**  
Guide Distribution **August 2017**

### Questions, Information & Booking Advertisements:

Community Guide Advertisement Coordinator:  
**Vicky Trendell-Taylor**

[woolwichguide@woolwich.ca](mailto:woolwichguide@woolwich.ca)  
**519-669-1647 ext 7048**

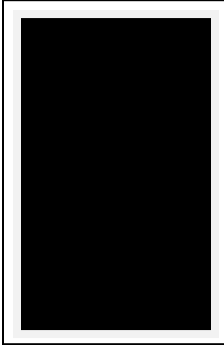
Township of Woolwich  
24 Church Street West, PO Box 158, Elmira, ON N3B 2Z6  
Phone: 519-669-1647 | [woolwich.ca](http://woolwich.ca)



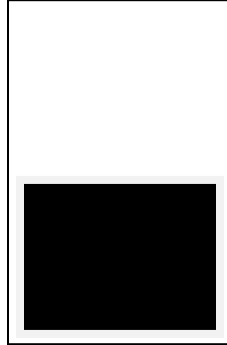
# Woolwich Community Guide

## 2017 Ad Rate Card

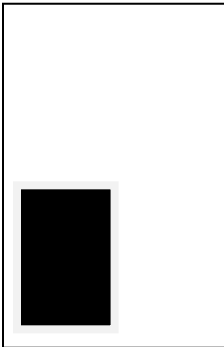
### Ad Sizing



Full



Half



Quarter

### Ad Specifications (Full Colour)

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

Full..... 6.25" w x 9.625" h  
**No bleed required.**

For Inside Pages

Full..... 6.25" w x 9.3125" h  
 Half (horizontal) ..... 6.25" w x 4.5625" h  
 Quarter..... 3" w x 4.5" h  
**No bleed required.**

To book and submit your ad:

**Vicky Trendell-Taylor**

[woolwichguide@woolwich.ca](mailto:woolwichguide@woolwich.ca)

**519-669-1647 ext 7048**

### Ad Rates (Full Colour)

	1 Issue (price per ad)		2 Issues (price per ad)	
	Business	Non-Profit	Business	Non-Profit
Outside Back Cover	\$1000	\$1000	N/A	N/A
Inside Front Cover	\$900	\$900	N/A	N/A
Inside Back Cover	\$900	\$900	N/A	N/A
Full	\$575	\$400	\$515	\$350
Half	\$350	\$250	\$310	\$215
Quarter	\$225	\$165	\$200	\$150

\*HST not included.

\*Ads are booked on a first-come, first-served basis.

\*Cancellation Policy: All ads purchased at the 2-issue rate must be paid in full for both ads before placement in the 2017 Spring & Summer guide. If you cancel your second ad, your first ad will be billed at the 1-Issue rate.

### Payment

The Township of Woolwich will issue an invoice for all advertisements, payable in full 30 days from the date of the invoice. Methods of payment include cash, cheque, and debit.

### Ad Submission Requirements

#### AD COMPONENTS:

All ads must be in digital form (PDF, JPEG or TIFF) and must conform to sizes listed in this rate card. We reserve the right to resize or reborder 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, editing and production not included with the ad rate.** Final ads can be provided as a high resolution PDF, JPEG or TIFF but must be saved as a CMYK at 300 dpi resolution.

#### AD SUBMISSIONS:

All advertisers are responsible for submitting their own advertisements according to the specification set out in this Rate Card. All ads are required on a memory stick or by email. Please include all related files and embedded fonts required for output. Digital files must be high resolution (300DPI) PDF or JPEG or TIFF. Ads submitted by email are limited to 5MB or less. **Email files to: [woolwichguide@woolwich.ca](mailto:woolwichguide@woolwich.ca).**

#### LATE RECEIPT:

For advertisements received after deadlines, advertisers may be subject to an additional charge per ad and we cannot guarantee that it will be in the final version.