

Guildwood Village Community Association

NEWS & VIEWS 2023 MEDIA KIT



WWW.GUILDWOOD.CA

OUR COMMUNITY

ABOUT US

Guildwood Village is a thriving neighbourhood in east Toronto. It's home to 7,000 residents who live by the picturesque Scarborough Bluffs.

Founded in 1957, Guildwood Village takes its name from its location – the original “woods” surrounding the “Guild,” the historic Guild Inn and Guild of All Arts, enjoyed by tourists and artists for half a century.

Today, the volunteer-run Guildwood Village Community Association (GVCA) represents local residents by sharing information, acting on common concerns and hosting fun-filled, family-focused events.





OUR REACH = YOUR REACH

News & Views is GVCA's quarterly newsletter. As the voice of Guildwood Village, each issue of News & Views informs, advocates and entertains its readers. News & Views is available on-line and in a print edition delivered to 3,500 homes, residences and businesses in the community.

NEWS & VIEWS

- Published 4X times a year
- Circulated in Print & E-News
- Reaches 3,500+ Guildwood households

SOCIAL ENGAGEMENT

- Instagram, Facebook, Twitter, GVCA Blog
- 3,300+ followers
- 7,200+ monthly organic engagements

WEBSITE

- Unique blog and content opportunities
- Community messaging and outreach
- Longform content and advertising space



ADVERTISING DATES

ISSUE	PUBLICATION DATE	AD CONTRACT DEADLINE	AD MATERIAL DEADLINE	EDITORIAL DEADLINE
WINTER 2023	FEBRUARY	DECEMBER 1	DECEMBER 29	DECEMBER 15
SPRING 2023	MAY	MARCH 1	MARCH 31	MARCH 15
SUMMER 2023	AUGUST	JUNE 1	JULY 6	JUNE 15
FALL 2023	NOVEMBER	SEPTEMBER 1	SEPTEMBER 29	SEPTEMBER 15



SPECIFICATIONS

AD	AD FORMAT PDF, JPEG OR TIFF MINIMUM 300 DPI CMYK COLOUR FORMAT PREFERRED	AD SIZE	SINGLE INSERTION 1X	FREQUENCY DISCOUNT 4X	LOYALTY DISCOUNT
FULL PAGE		7.75"W x 10"H	\$600.00	\$540.00	\$515.00
HALF PAGE		7.75"W x 4.75"H	\$250.00	\$225.00	\$215.00
QUARTER PAGE		3.75"W x 4.75"H	\$175.00	\$160.00	\$150.00
BUSINESS CARD		3.5"W x 2"H	\$115.00	\$105.00	\$100.00

*All ads are published in grayscale for the print editions of News & Views. Those ads supplied in colour will appear in colour in the online edition.

**All ads must be prepaid, there are no payment refunds.

***This Information, including advertising rates, is in effect as of May 1, 2023. and subject to change.

CONTACT

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GENERAL

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