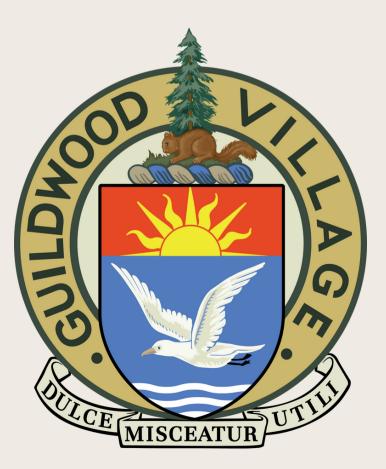
Guildwood Village Community Association

NEWS & VIEWS 2023 MEDIA KIT



THIS INFORMATION, INCLUDING ADVERTISING RATES, IS IN EFFECT AS OF MAY 1, 2023. AND SUBJECT TO CHANGE.



WWW.GUILDWOOD.CA

NEWS & VIEWS 2023 MEDIA KIT

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.



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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





NEWS & VIEWS 2023 MEDIA KIT

ADVERTISING DATES

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

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SPECIFICATIONS

AD		AD SIZE	SINGLE INSERTION 1X	FREQUENCY DISCOUNT 4X	LOYALTY DISCOUNT
FULL PAGE	AD FORMAT	7.75"W x 10"H	\$600.00	\$540.00	\$515.00
HALF PAGE	PDF, JPEG OR TIFF MINIMUM 300 DPI CMYK COLOUR FORMAT PREFERRED	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.



NEWS & VIEWS 2023 MEDIA KIT

CONTACT

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EDITORIAL newsandviews@guildwood.ca

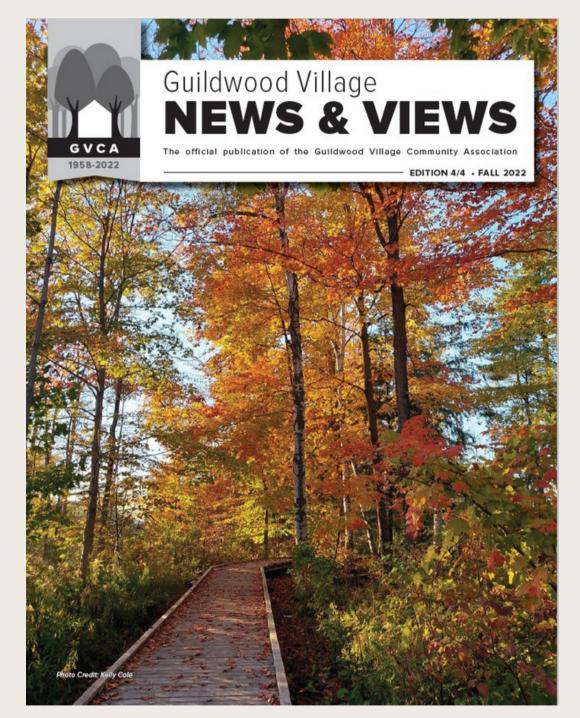
GENERAL 416-410-2755





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