

# Guildwood Village Community Association

NEWS & VIEWS 2024 MEDIA KIT



[WWW.GUILDWOOD.CA](http://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

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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

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ISSUE	PUBLICATION DATE	AD CONTRACT DEADLINE	AD MATERIAL DEADLINE	EDITORIAL DEADLINE
WINTER	FEBRUARY	DECEMBER 1	DECEMBER 22	DECEMBER 8
SPRING	MAY	MARCH 1	MARCH 29	MARCH 15
SUMMER	AUGUST	JUNE 1	JULY 6	JUNE 15
FALL	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 9.5"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 March 1, 2024. and subject to change.



# CONTACT

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## ADVERTISING

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## EDITORIAL

[newsandviews@guildwood.ca](mailto:newsandviews@guildwood.ca)

## GENERAL

416-410-2755

