



Guidelines for Content Submission to Guildwood *News & Views*

Revised March 2025

Thank you for your interest in providing material to *News & Views* (N&V), the community newsletter published by the Guildwood Village Community Association (GVCA). Below are guidelines to follow before submitting material for articles and/or advertising.

Please email all article drafts to newsandviews@guildwood.ca. Include your name, address and contact information with all submissions.

Articles contributed from GVCA members, local residents and others

Format: Word document or text file submissions are preferred

Word count: Maximum of approximately 2,000 words per article

Categories of articles published:

- Upcoming events or review of past Guildwood events
 - Community heritage
 - Hobbies and Sports
 - Environment/nature information
 - Church, school and library news
 - Updates from local political representatives
 - Health & Wellness
 - Acknowledgement and gratitude
 - Local infrastructure updates
 - Advertising local services
 - Regular features such as “Music to Our Ears” and “Guildwood’s Got Talent”
- NOTE:** Articles profiling Guildwood residents are intended to highlight our talented and notable friends and neighbours without promoting any specific products and/or services.

See page 2 for submission guidelines that apply to local elected representatives.

Photos/images:

- You can include up to 10 relevant photos/images with each submission.
- Please submit any images as:
 - separate jpg files (not embedded in Word or other documents); and
 - include a credit for the photographer or source/copyright owner of the image.
- N&V will contact you if the image format /size/resolution requires attention.
- Images will appear in black & white in the printed publication and in colour on the website (www.guildwood.ca).
- N&V reserves the right to select which, if any, of this material is used for publication.
- Please include with your submission a headshot of the contributor or a relevant logo/wordmark. This may be used as a thumbnail image with the article.

Note: N&V selects the material for each issue. It reserves the right to edit/modify all submissions and to reject material that doesn't adhere to its publication guidelines. The GVCA reserves the right to refrain from printing unsigned letters and/or those that contain defamatory statements or content that would otherwise be considered inappropriate in a community newsletter.

Guidelines for N&V articles from elected representatives

The GVCA and N&V goal is for the content contributed by our elected representatives to be relevant to our community / readers and appropriate to the publication's production and editorial style.

The GVCA encourages N&V readers to learn about the elected representatives who represent Guildwood Village residents in various ways, including:

- 1) A free editorial listing of basic contact information for each elected representative;
- 2) Free editorial content for submissions contributed by elected representatives,
- 3) Optional paid advertising (**effective 2025**)

As a reminder, N&V provides free editorial space for content supplied by local elected representatives as a public service. This content is neither endorsed by the GVCA, nor does it necessarily reflect the views or official policies of the GVCA. As stated in the N&V masthead, the GVCA reserves the right ***not to print*** "content that would otherwise be considered inappropriate in a community newsletter."

1. To qualify as free editorial content, contributed material/information must be:

- Appropriate and/or relevant to N&V readers in Guildwood Village
- Within the following guidelines for word count and images/photos/graphics:
 - Maximum of 800 words, excluding images/photos/graphics
 - Every image included reduces the total word count by about 100 words. For example, including:
 - one photo reduces the word count to 700 words;
 - two photos reduces the word count to 600 words, etc.
 - For submission deadlines/ image requirements/ issue delivery dates, see the N&V Submission Deadline Chart on page 3

2. For paid political ads, please note:

- This option is for any elected representative who wants to submit material that doesn't qualify as free editorial content (for example, information that doesn't directly relate to Guildwood Village and/or local residents).
- Paid political advertising is available in two standard sizes: 1/4 page or 1/2 page.
 - Material specifications and deadlines are the same as other advertising content. See information on page 3
- N&V will clearly identify this content as "paid advertising"

Media Guidelines for Advertisers

- All ads are published in grayscale in the N&V print version.
- Colour ads will appear in colour in the N&V online version at www.guildwood.ca/newsandviews .
- Please supply PDF, JPG, or TIFF file, minimum 300 dpi. CMYK colour format preferred.
- Contact: for details regarding advertising rates, please send an email to Aimee Talbot at advertising@guildwood.ca. All ads should be submitted to advertising@guildwood.ca with a copy to newsandviews@guildwood.ca .
 - For phone inquiries, feel free to leave a message in the general GVCA mailbox at 416-410-2755 and someone will return your call within 24-48 hours.

Ad dimensions:

| | |
|-------------------------|-------------------------------------|
| Full page ad | 7.75 inches wide X 9.5 inches tall |
| 1/2 page ad | 7.75 inches wide X 4.75 inches tall |
| 1/4 page ad | 3.75 inches wide X 4.75 inches tall |
| Business card ad | 3.5 inches wide X 2 inches tall |

N&V Submission Deadlines (note: all dates are subject to change)

| Issue | Article due to N&V Editor | Ads due to N&V Advertising Coordinator | Edited articles due to Graphic Designer | Expected Delivery Date in Guildwood Village |
|---------------|---------------------------|--|---|---|
| Spring | March 15 | March 29 | March 29 | Mid-May events listed for May 17+ |
| Summer | June 15 | July 6 | July 6 | Mid-August events listed for Aug 24+ |
| Fall | September 15 | September 29 | September 29 | Mid-November events listed for Nov 10+ |
| Winter | December 8 | December 22 | December 22 | Mid-February events listed for Feb 12+ |

The GVCA and N&V reserves the right to edit all materials submitted and/or reject content that fails to comply with these guidelines.