



what's on **WOODSTOCK**

Your Go-To Community Magazine

WOW! We're celebrating our 25th Year!

What's On Woodstock is your go-to source for information on our city and community.

Volume 25 **2023**

What's On Woodstock Magazine is your guide to leisure sports, arts, culture and entertainment in Woodstock. It is published by the Community Services Department of the City of Woodstock. It has a circulation of 21,000 copies delivered to the residents and businesses of Woodstock.

Reach your audience through advertising in *What's On Woodstock Magazine*. It works!

Advertising Rates

Colour Rates (no b/w rates)

Size	Non-Profit	Regular
Eighth page	\$85	\$105
Quarter page	\$140	\$195
Half page (tall or wide)	\$240	\$330
Full page	\$445	\$565
Covers (inside, back)	\$665	\$665

Advertising Rates are for ad placement only. Advertising design production charges will be billed separately.

Please note: Advertising rates may be subject to change.

Advertising Contact

Andrew Norris, Flying Squirrel Design
226-242-0841
wow@flyingsquirreldesign.com

2023 Schedule

What's On Woodstock is published eight times annually.

Edition	Reservation Deadline	Material Deadline	Release Date
Jan/Feb*	Nov 30	Dec 2	Dec 29 ¹
March	Feb 1	Feb 3	Feb 27 ¹
April	Mar 1	Mar 3	Mar 27 ¹
May/June*	Apr 5	Apr 6	May 1 ¹
July/August*	Jun 7	Jun 9	Jun 29 ¹
September	Aug 2	Aug 4	Aug 28 ¹
October	Sept 6	Sept 8	Oct 2 ¹
Nov/Dec*	Oct 4	Oct 6	Oct 30 ¹

* Combined issue.

¹ Canada Post Delivery beginning week of date shown.

Editorial Contact

For information about *What's On Woodstock Magazine*, please contact the City of Woodstock.

Colleen Collins

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City of
Woodstock



what's on WOODSTOCK

Magazine Production

What's On Woodstock Magazine production is handled by Flying Squirrel Design Inc., under the direction of the City of Woodstock.

Andrew Norris

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**FLYING
SQUIRREL
Design Inc.**

Advertising Sizes

Size	Dimensions (w × h)
Eighth page	3.5 × 2.25"
Quarter page	3.5 × 4.65"
Half page wide	7.125 × 4.65"
Half page tall	3.5 × 9.425"
Full page no bleeds	7.125 × 9.425"
Full page bleed (with ¼" bleeds) Trim: 8.125 × 10.625"	

Trim size: 8.125 × 10.625"

Production Requirements

What's On Woodstock Magazine is printed on a four-colour web. The cover is printed on a sheetfed press. Printing is direct-to-plate. Binding is saddle-stitch.

Digital Files

Digital Files are the only accepted method for advertising materials. In order of preference, the following digital files are accepted:

- PDF/X-1a
- PDF, with high-res (300 ppi) CMYK images and fonts embedded

Send advertising artwork by e-mail to:

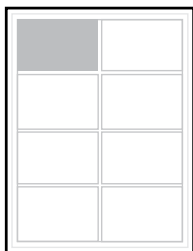
wow@flyingsquirrelreldesign.com.

Distribution

What's On Woodstock Magazine is distributed by Canada Post.

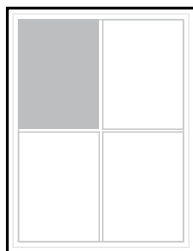
An accessible PDF of each edition is also posted online at www.cityofwoodstock.ca/wow.

Eighth page



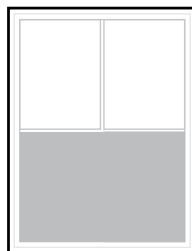
3.5w × 2.25h

Quarter page



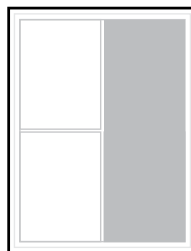
3.5w × 4.65h

Half page wide



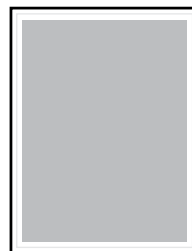
7.125w × 4.65h

Half page tall



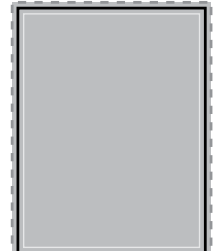
3.5w × 9.425h

Full page no bleed



7.125w × 9.425h

Full page bleed



Trim: 8.125w × 10.625h

Full Bleed Note: please add 0.25" to all four sides of trim size for bleed pages. All critical material must be kept a minimum of 0.4375" inside trim.