



# what's on **WOODSTOCK**

**Your Go-To Community Magazine**

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

**NEW! Reserve your advertising online: [www.cityofwoodstock.ca/wow](http://www.cityofwoodstock.ca/wow)**

**Volume 26** **2024**

*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 23,500 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	\$90	\$110
Quarter page	\$150	\$205
Half page (tall or wide)	\$250	\$350
Full page	\$475	\$600
Covers (inside, back)	\$800	\$800

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](mailto:wow@flyingsquirreldesign.com)

## **2024 Schedule**

What's On Woodstock is published eight times annually.

Edition	Reservation Deadline	Material Deadline	Release Date
Jan/Feb*	Nov 29	Dec 1	Dec 28 <sup>1</sup>
March	Jan 31	Feb 2	Feb 29 <sup>1</sup>
April	Mar 6	Mar 8	Mar 28 <sup>1</sup>
May/June*	Apr 3	Apr 5	May 2 <sup>1</sup>
July/August*	May 29	May 31	Jun 27 <sup>1</sup>
September	Jul 31	Aug 2	Aug 29 <sup>1</sup>
October	Sep 4	Sep 6	Sep 26 <sup>1</sup>
Nov/Dec*	Oct 2	Oct 4	Oct 31 <sup>1</sup>

\* Combined issue.

<sup>1</sup> 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

Flying Squirrel Design Inc.  
9-1201 Nellis Street,  
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E-mail: [andrew@flyingsquirreldesign.com](mailto:andrew@flyingsquirreldesign.com)

**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:

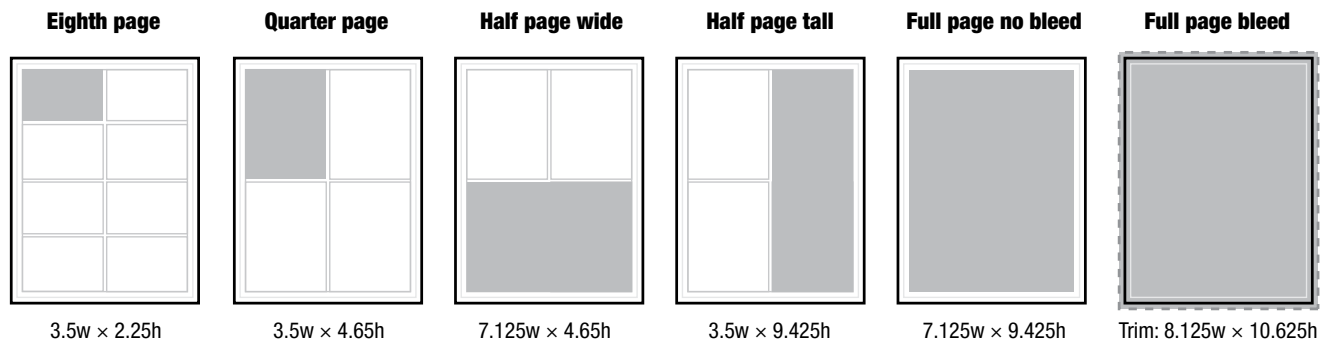
- PDF/X-1a
- PDF, with high-res (300 ppi) CMYK images and fonts embedded

Send advertising artwork by e-mail to:  
[wow@flyingsquirreldesign.com](mailto:wow@flyingsquirreldesign.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](http://www.cityofwoodstock.ca/wow).



**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.