what's on WOODSTOCK

WOW MAGAZINE

Your Go-To Community Magazine

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

Reserve your advertising online: www.cityofwoodstock.ca/wow

Volume 29 **2027**

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 24,000 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	$100	$120
Quarter page	$160	$225
Half page (tall or wide)	$270	$375
Full page	$510	$650
Covers (inside, back)	$875	$875

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

2027 Schedule

What's on Woodstock is published eight times annually.

Edition	Reservation Deadline	Material Deadline	Release Date
Jan/Feb*	Nov 25	Nov 27	Dec 29[1]
March	Jan 27	Jan 29	Feb 25[1]
April	Mar 3	Mar 5	Apr 1[1]
May/June*	Apr 7	Apr 9	Apr 29[1]
July/August*	May 26	May 28	Jun 24[1]
September	July 28	July 30	Aug 26[1]
October	Sep 1	Sep 3	Sep 23[1]
Nov/Dec*	Sep 29	Oct 1	Oct 28[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.

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City of Woodstock

what's on WOODSTOCK

WOW MAGAZINE

Magazine Production

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

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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
- Canva artwork should be saved as a CMYK colour space PDF (requires paid account).

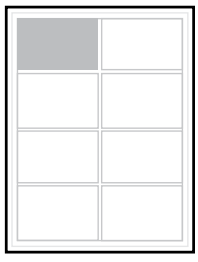
Send advertising artwork by e-mail to: wow@flyingsquirreldesign.com.

Distribution

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

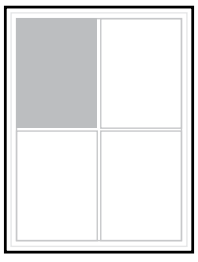
An accessible PDF of each edition is also posted online at www.cityofwoodstock.ca/wow.

Eighth page



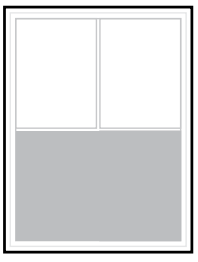
3.5w × 2.25h

Quarter page



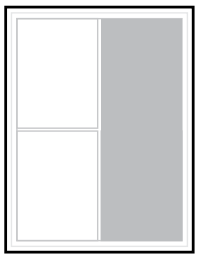
3.5w × 4.65h

Half page wide



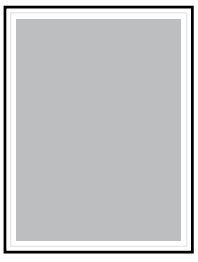
7.125w × 4.65h

Half page tall



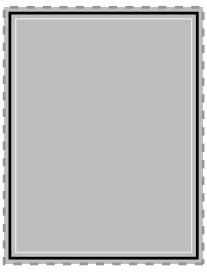
3.5w × 9.425h

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.