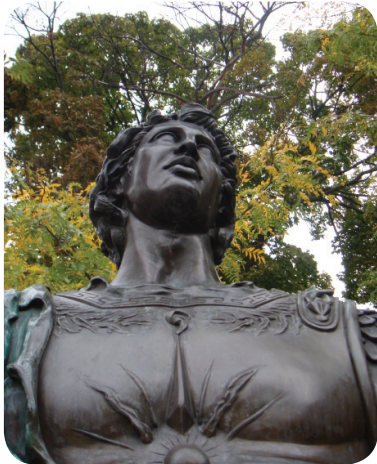


ON *the* DANFORTH

{ ABOUT }

On the Danforth is getting an overhaul.



On the Danforth elevates the standard of community magazines. It is an upstanding source for relevant, timely, helpful and accessible information. As in the past, the magazine will provide the dynamic Danforth with a voice and promote its rich history and culture.

We hope to inspire people to support local businesses in the area by publishing editorial content that not only entertains the reader with unique viewpoints, but also provides them with useful information.

In addition to features, our focus will range from style, to arts and culture, to food and drink, and health and well-being.

{ CIRCULATION & READERSHIP }

On the Danforth has a controlled biannual distribution to businesses and homes in the Danforth area. This area contains 20,115 residents in 16,550 households (StatsCan, 2006).

OTD also circulates to the thousands of workers, shoppers, tourists and students who visit the area every day. We distribute directly to the Taste of the Danforth festival, attended annually by over 1 million visitors.

Our distribution strategy ensures that OTD reaches a wide and diverse readership. For further details, contact us at info@onthedanforth.ca



{ ONLINE }

OntheDanforth.ca has been totally revamped. Beyond its new look, the website is being updated on a weekly basis with new stories and content to increase web traffic. With our new social media promotions, sponsored blog posts, and video capabilities, there are more ways for your ads to be seen and for your business to expand its online presence. Advertise with us to gain access to a broad online readership from all over Toronto.

Check out OntheDanforth.ca for more details.

{ ONLINE ADVERTISING }

Rotational ads displayed on sidebar of website are available with purchase of print ad.

Inside/back cover comes with a free online ad for one year.

Other full-page advertisers pay \$40 for a one-year online ad, 1/2-page print advertisers pay \$75, and 1/4-page advertisers pay \$100.

Sponsored blog post: \$20 for 250 words
 Promotional video: \$100 for 2 minutes
 Social media promotions (Facebook, Twitter): \$15



{ AD SUBMISSION POLICY }

All advertising artwork will be accepted via email, or on a memory key, DVD or CD. All submissions must be accompanied by a printed proof; preference is for colour laser.

These file types are accepted:

- InDesign (CS4): please include all fonts and images with InDesign file.
- Photoshop: please save in TIFF or JPEG format at 300dpi and embed all fonts.
- PDF: save with fonts embedded at 300dpi resolution (print quality).

Deadline for ad submission is January 21st, 2011.

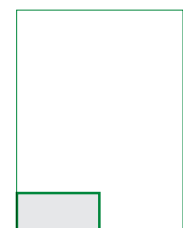
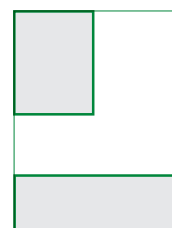
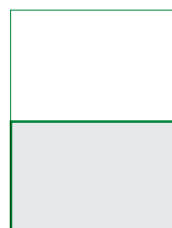
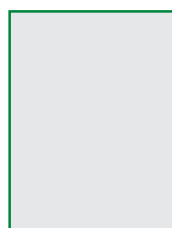
Contact: For advertising opportunities please contact us via email at info@onthedanforth.ca

{ PRINT ADVERTISING }

Rates:	Inside Front/ Outside Back Cover	Inside Back Cover	Full Page	1/2 Page	1/4 Page	Marketplace
1 Issue	\$600	\$500	\$450	\$275	\$175	\$120
2 Issues	\$1000	\$900	\$750	\$475	\$300	\$200

Advertorial fee: \$50 with ad purchase.

Prices do not include 13% HST.



ON*the***DANFORTH**