

To: David Creery, Chief Administrative Officer

From: Colleen Collins, Manager, Marketing and Communications

Re: Temporary Discount Rate for Advertising in What's on Woodstock

AIM

To seek Council approval for a temporary discounted rate for advertising in What's on Woodstock in light of the Canada Post strike.

BACKGROUND

What's on Woodstock is published 8 times per year to share information with residents about City events, programs and services that will help readers participate actively in our community. The magazine is usually delivered to more than 21,000 homes in Woodstock via Canada Post, ensuring this valuable resource gets directly into the hands of our residents. To help offset the cost of producing the magazine, advertising space is available within the magazine. There are two rate categories – one for for-profit businesses and one for non-profit businesses. These rates are set considering factors like the number of copies, method of distribution, comparison to other advertising mediums and affordability. The advertising costs are included in the Fee Bylaw, approved annually by Council.

COMMENTS

In light of the Canada Post strike, mail service is not available meaning residents interested in viewing the magazine must pick up a copy at a designated City facility or read the publication online. This adds a level of effort for people to seek out the magazine and potentially fewer people seeing the ads. As there is no way of knowing when the service will resume, staff is proposing a 15% discount to the established rates during the strike as a gesture of goodwill to our advertisers. A breakdown of the rates and proposed discount is provided in Appendix A.

ATTACHMENTS

N/A

RECOMMENDATION

That Woodstock City Council approves a temporary discount of 15% to advertising rates for the What's on Woodstock magazine for the duration of the Canada Post Strike.

Authored by: Colleen Collins, Manager, Marketing and Communications

Approved by: Amy Humphries, Deputy Chief Administrative Officer/City Clerk

Approved by: David Creery, P. Eng, MBA, Chief Administrative Officer

Appendix A

Ad Size / Category	2025 Rate	Proposed 2025 Discounted Rate
1/8 page for profit	\$115	\$97.75
1/8 page non-profit	\$95	80.75
¼ page for profit	\$215	\$182.75
¼ page non-profit	\$155	\$131.75
½ page for profit	\$365	\$310.25
½ page non-profit	\$260	\$221
Full page for profit	\$630	\$535.50
Full page non-profit	\$490	\$416.50
Covers (note, due to the high demand, there is no non-profit rate for covers)	\$850	\$722.50