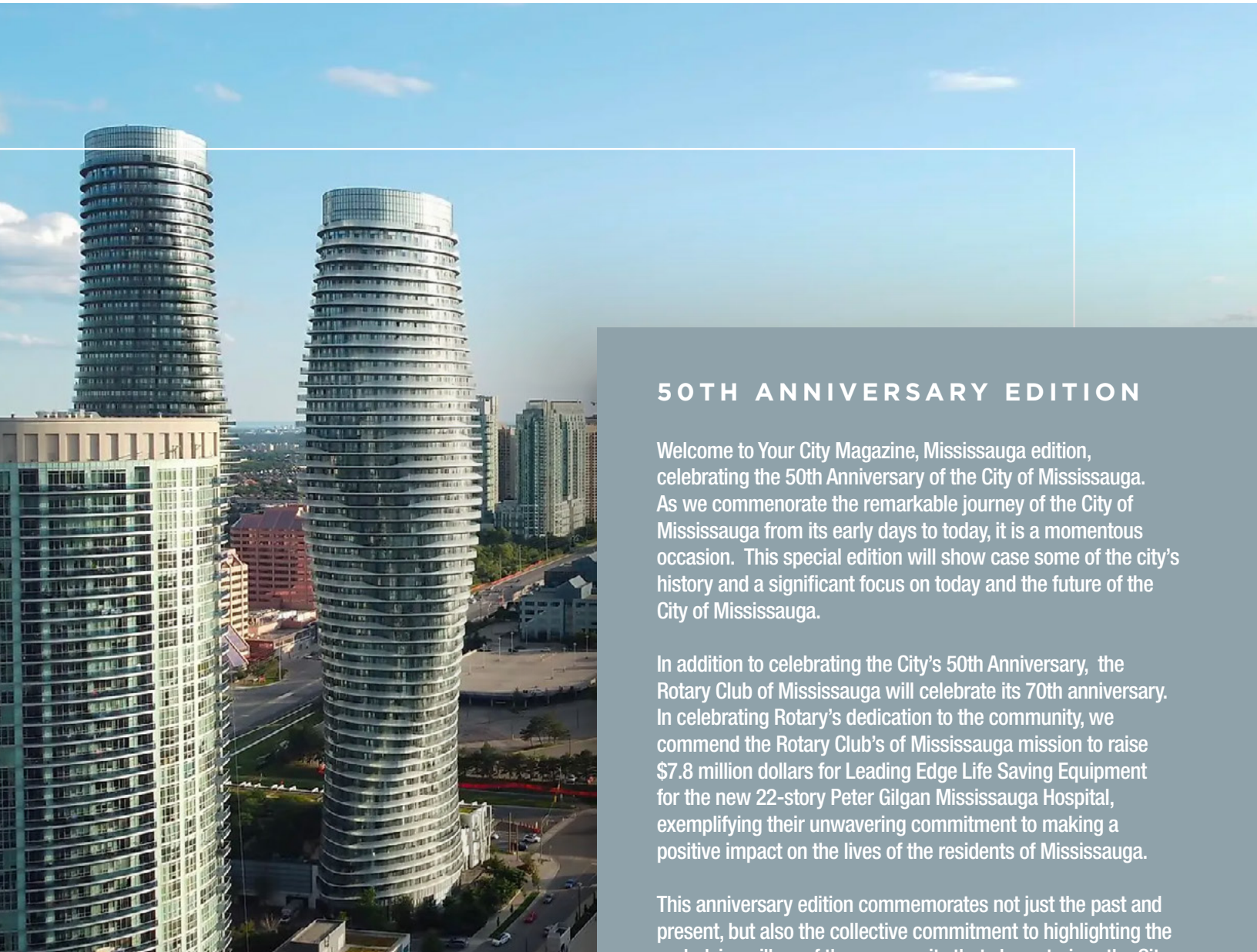


# Your City

## MISSISSAUGA'S MAGAZINE



### 50TH ANNIVERSARY EDITION

Welcome to Your City Magazine, Mississauga edition, celebrating the 50th Anniversary of the City of Mississauga. As we commemorate the remarkable journey of the City of Mississauga from its early days to today, it is a momentous occasion. This special edition will show case some of the city's history and a significant focus on today and the future of the City of Mississauga.

In addition to celebrating the City's 50th Anniversary, the Rotary Club of Mississauga will celebrate its 70th anniversary. In celebrating Rotary's dedication to the community, we commend the Rotary Club's of Mississauga mission to raise \$7.8 million dollars for Leading Edge Life Saving Equipment for the new 22-story Peter Gilgan Mississauga Hospital, exemplifying their unwavering commitment to making a positive impact on the lives of the residents of Mississauga.

This anniversary edition commemorates not just the past and present, but also the collective commitment to highlighting the underlying pillars of the community that characterizes the City and the Rotary Clubs of Mississauga.

[Read all of our publications online at issuu.com](http://issuu.com)

# Media Kit 2024



GRAY MATTER  
MARKETING + MEDIA

647-290-3273  
audra@graymattermedia.ca

We are excited to extend a cordial invitation to you to be featured in the upcoming Mississauga Edition of “Your City Magazine”, a 50th Anniversary commemorative publication dedicated to showcasing the vibrant community, achievements, and future aspirations of our beloved city.

This magazine is an initiative by Graymatter Marketing & Media, aimed at bringing to light the diverse and dynamic facets of Mississauga. Your advertising contribution of \$1000.00 and insights as a councillor are invaluable to this narrative. By participating, you will be sharing your vision, experiences, and the impactful work you are doing for our city with a wider audience.

We are pleased to inform you that the funding for this publication is fully covered through advertising, ensuring no financial burden on the featured individuals or the city’s resources. Our goal is to create a platform that fosters community engagement and celebrates the spirit of Mississauga.

Print media can offer several benefits to councillors looking to connect with their constituents:

- **Targeted Local Reach** – Allows councillors to communicate directly with their constituents in a focused manner.
- **Tangible and Credible** – While tangible and often considered more credible, people tend to trust printed information more, enhancing the perceived reliability of your messages.
- **Less Competition** – With the overwhelming amount of information available online, messages can easily get lost. In contrast, print media faces less competition for attention, allowing your message to stand out more.
- **Digital Supplement** – Print media can complement digital efforts, providing a multi-channel approach to reach a broader audience.
- **Inclusive Outreach** – Not all constituents may have access to or prefer digital media. Print media ensures that information reaches a wider demographic, including older residents or those without reliable internet access.

Your voice is essential in this undertaking. We look forward to the possibility of your participation and are eager to collaborate with you in showcasing the best of Mississauga.

For more on how print media has benefited council members, feel free to reach out to the following individuals.

- Kevin Ashe, Mayor of Pickering | [mayor@pickering.ca](mailto:mayor@pickering.ca)
- Dave Ryan, Former Mayor of Pickering | [mayordaveryan@outlook.com](mailto:mayordaveryan@outlook.com)
- David Pickles, Regional Councillor, Pickering | [dpickles@pickering.ca](mailto:dpickles@pickering.ca)

## Publication Dates

Issue	Ad Deadline	Distribution
Summer/Spring	May 1, 2024	June 2024



 [Read our newest issues online!](#)

## Media Requirements

We prefer that Ads be submitted in press ready PDF, with crop marks, and all fonts should be outlined. If a bleed is required, please ensure that artwork contains a 1/8th (0.125") of bleed area.

Artwork can also be submitted in:

- Adobe InDesign (packaged, zipped and all fonts outlined)
- Illustrator (packaged, zipped and all fonts outlined)
- Photoshop (packaged, zipped and all fonts outlined)

Please make sure that all artwork and images are CMYK with a minimum of 300dpi, and all fonts are outlined or included with artwork. Any artwork submitted in Microsoft Word or another program that requires a designer’s attention will incur a minimum artwork fee of one hour (\$95 + HST)

If you need an advertisement created, artwork can be designed upon request for an additional fee. Creative rate: \$95+HST per hour.

Artwork submissions and inquiries can be emailed to: [kat@graymattermedia.ca](mailto:kat@graymattermedia.ca)

## Spring/Summer Issue 2024

## Premium Councillor Ad | Front Cover &amp; Feature Spread

\$1000

## Inclusions:

- **Front Cover Photoshoot** - Group photoshoot with a professional photographer for all participating Councillors.
- **Highlight in Feature Spread** - All participating Councillors can submit a headshot, 50-100 word message and link to their web presence to be included in the spread.

Company Name:

Contact Name:

Billing Street Address

City:

Province:

Postal Code:

Phone Number:

Email:

Signature

Date:

**Payment Methods**

**E-transfer:** Email the transfer to [accounting@graymattermedia.ca](mailto:accounting@graymattermedia.ca) and use password **Mississauga**

**Cheque:** Payable to Graymatter Marketing + Media Solutions Inc.  
Mailing Address: 1550 Bayly St., Unit 16A, Pickering ON L1W 3W1

**If you have any questions, please contact:**

**Audra Leslie, Sales**  
c. 647-290-3273 | o. 905-420-1810 | [audra@graymattermedia.ca](mailto:audra@graymattermedia.ca)

**Chantelle Davidson, Account Coordinator**  
o. 905-420-1810 | [chantelle@graymattermedia.ca](mailto:chantelle@graymattermedia.ca)

**Terms of payment: Net due upon receipt of invoice.**

General: Any advertisement is accepted, rejected or classified at the publisher's discretion. The publisher reserves the right or option to insert the word 'advertisement' above or below any copy. All materials produced by the magazine remain the property of the publisher. Rates are subject to change without notice.

Errors and Omissions: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any insert is limited to the amount paid to the Publisher for distribution of such insert. The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertiser warrants that advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libellous or misleading advertisement.

Graymatter Marketing + Media Inc. reserves the right to refuse advertising at any time without penalty. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.) Placement of ads (other than confirmed cover placements) is at the discretion of the Editor. This is a contract for publication of an article in a consumer magazine. It gives the publisher the right to publish the work in any print or electronic format. It also allows the publisher to publish only parts of the article in marketing materials. The author is not compensated for any of these uses.

