



WOMEN'S RESOURCE

**An Annual Reference Guide and
Directory of Services and Programs
+Retail/Restaurants/Places of
Interest to Women in the GTA**

Why Advertise?

WHY YOU SHOULD ADVERTISE IN WOMENS RESOURCE...

WOMENS RESOURCE is An Annual Reference Guide and Directory of Services and Programs for Women in the Greater Toronto Area.

It also includes a comprehensive Shops and Services Section exclusively for Women.

Women in the GTA need your products and services. Research shows that women are the primary retail and food shoppers in most households, and are intelligent and discerning consumers.

ABOUT WOMENS RESOURCE

This informative and practical publication is exclusively for women – women of all ages, and from all walks of life. **WOMENS RESOURCE** will be available free of charge to a wealth of women's organizations and service agencies, as well as to the general public in most cafes and at participating retailers in the GTA and surrounding areas.

WOMENS RESOURCE was created to give women free access to information about programs and services that will help them; specifically, government programs to aid women with financial and socio-economic challenges, to guide them to agencies that will provide support with employment, childcare, and family life, and to direct them to companies and agencies that will provide advice on everything from legal aid to self-improvement courses at their local YWCA.

In addition, **WOMENS RESOURCE** will contain sections on Things To See and Do that are of specific interest to women, and will also include a special paid Shops and Services section, offering detailed information on the abundance of shops and services in the GTA.

As a practical print publication, **WOMENS RESOURCE** is worth hanging on to, all year long. It contains timeless information of major interest to women, and important phone numbers, all in one place. It is an ideal reference guide to keep by the phone, or in case of emergency.

How Your Company Can Get Involved

Advertising in **WOMENS RESOURCE** is not expensive, and your ad will be seen for an ENTIRE YEAR, by well over 10,000 readers! Any organization that encourages the success of women in our society is welcome to participate. To book your spot, simply fill out our form on the back page of this brochure and send it back to us ASAP. The publication will be distributed right before Christmas, however ads received first will automatically receive preferred positioning at no extra charge. Hurry, as we will sell out! Thank you for your participation!

LISTINGS AND DISPLAYS ADS

Listings for Women's Programs, Social Service Agencies, and related Women's Charities are FREE. Others, such as Retail, require a paid listing. This listing includes the company's name, address, phone number and website address. Regular display advertising is available as well – please see our rates on the following page. Most advertisers will purchase one listing and one display ad. Here are some of the categories that you as an advertiser can list your business under:

RETAIL CATEGORIES IN THE SHOPS & SERVICES SECTION

The Shops and Services Section comprises the second part of the publication. If you own a Shop or Service of interest to women, this is a great section to advertise in!

Women's Clothing & Accessories * Women's Cosmetic and Beauty Products * Spas and Spa Services * Mommy & Me Activities and Stores * Restaurants, Cafes and Bakeries * Hairdressers * Nail Care Services * Health Food Stores * Jewellery Making Classes * Food and Nutritional Products * Florists * Daycare, Nannies and Babysitting * Massage Therapists * Women's Fragrances and Essential Oils * Home Décor and Furniture Shops * Food Delivery and Catering Services * Gourmet Food Shops * Stationery and Gift Stores * Golf and Country Clubs * Yacht Clubs * Banks and Financial Services * Dance Classes * Sewing Classes * Sports and Sports Equipment Stores * Real Estate Companies * Fitness Classes * Arts and Crafts Stores * Bridal Stores * Private Chefs * Women's Aesthetics Services * Juice Bars * Make-up, Hair & Aesthetics Classes * Bingo Halls * Bowling Alleys * Sites and Attractions * Camera Shops * Rug and Carpet Stores * Wigs and Extensions * Women's Purses and Handbags * Self-Empowerment Classes * Maid Services * Baking & Cooking Classes * Lighting Stores * Music Stores * Women's Shows & Festivals * Arts, Crafts and Ceramics Classes * Waxing and Electrolysis * Book Stores * Cinemas * Travel Agencies * Thrift Stores * Pet Food Stores * Jewellery Stores * Insurance Services * Shoe Stores * Interior Designers * Garden Centre's * Fabric Stores * Fine China * Tanning Salons * Wine & Spirits * Beverages and Soft Drinks * Chocolate and Confections * Galleries * Theatres * Night Clubs * Museums * Tea Rooms * Inns and Lodges * Martial Arts & Self-Defense Classes

AND MANY MORE! We will add new categories as we receive them.

ADVERTISING BOOKING FORM

Name of Organization: _____

Address: _____

Manager's Name & Title: _____

Phone # & Extension: _____

Email Address: _____

***Desired Ad Size** (see below): Please list all that apply, ie. 1 Listing + 1/2-page ad

_____ (Please include a printed copy of your ad along with your returned form.) If you need us to design your ad, please include your business card and/or logo and message.

DISPLAY ADS: *Back Cover: (8/2 x 11 bleed) \$3000 *Inside Front Cover: (8/2 x 11 bleed) \$2000 *Inside Back Cover: (8/2 x 11 bleed) \$2000 *Full page ad: (9h x 6+1/2 w, OR 8/2 x 11 bleed) \$1000 *Half Page ad: (4+1/4h x 6+1/2w) \$575 *1/3 Page ad: (9h x 1+3/4w) \$375 *1/6 Page ad: (4 +1/4h x 1+3/4w) \$275 *Small Business Card ad - 1/12 page ad: (2+1/4h x 1+3/4w) \$165

LISTINGS: A Listing in our Retail Shops and Services Section is \$45 (includes name, address, phone #, website address.) Extra listings are available if you wish to be included in more than one category.

Please include my name on your **“Thank You Page”** (Any amount, minimum \$25)

Please make your cheque payable to **WOMEN'S RESOURCE** and send along with this form and your ad/artwork to:

WOMENS RESOURCE, 145 Rice Avenue, Unit 6, Hamilton, ON, Canada L9C 6R3

EMAIL info@womensresourcetoronto.com WEBSITE www.womensresourcetoronto.com PHONE (647) 479-8523

Thank You For Helping WOMENS RESOURCE!

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