



The Saving Sentinel

EastYork&DonMills•LocalDeals,Coupons & Puzzles

Why Advertise With Us?

The Saving Sentinel is a free, family-friendly print newsletter delivered directly to mailboxes in East York and Don Mills. Each issue mixes neighbourhood coupons, trusted local businesses, and brain-teasing puzzles that keep your brand in front of households longer than a typical flyer or postcard.

- 10,000+ homes per issue via Canada Post Neighbourhood Mail
- One advertiser per category (no direct competitors on the same issue)
- All ad spots are equal, business-card sized placements
- Rotating positions every issue so everyone gets time in prime locations
- QR-code and offer-based tracking to measure calls, clicks, and redemptions

Audience Snapshot

- Families with kids in school, youth sports, and community programs
- Homeowners and long-term renters looking for trusted local services
- Busy professionals who value convenience, savings, and quality
- Households within a short drive of your business—no wasted impressions

At-a-Glance

Format: 11" × 17" single-sheet newsletter (front & back)
Circulation: 10,000+ households per run (growing over time)
Ad Units: 3.25" × 2.15" business-card sized boxes
Frequency: Monthly print edition; digital channels to follow
Delivery: Targeted East York / Don Mills postal routes

Contact & Bookings

Email: Info@savingsentinel.com • Phone: (647) 607-7200 • Website: savingsentinel.com

Advertising Packages & Specs

Standard Placement (Business Card Size)

Ad Size: 3.25" × 2.15" (horizontal business card)

File Formats: High-resolution PDF, PNG, or JPG

Color: Full colour, CMYK

Safe Zone: Keep logos and text 0.125" inside all edges.

Rate Card Price (per issue)

Single Issue: \$450

3-Month Package: \$425 / issue

6-Month Package: \$399 / issue

12-Month Partner: \$359 / issue (best value)

All packages include basic ad layout assistance if needed. Full custom design available on request.

Creative Guidelines

- Keep your offer clear and simple (e.g., "Save 15% on your first visit").
- Include a strong call-to-action and expiry date to drive response.
- Add a QR code or unique URL/phone extension so you can track results.
- Avoid tiny fine print—our readers value transparency and easy-to-redeem offers.

Ready to reserve your spot?

Email Info@savingsentinel.com with your business name, category, and preferred start month.