

ONLINE ADVERTISING

Partner with Newspapers Canada to enhance your brand credibility among an engaged audience.

Newspapers Canada offers a number of targeted online advertising solutions to help your company gain exposure and connect with industry insiders.

With numerous digital communications vehicles and a highly engaged membership, Newspapers Canada is an ideal advertising partner for brands looking to reach newspaper industry decision-makers across the country.

Newspapers Canada is the voice of the Canadian newspaper industry, representing over 850 daily, weekly and community newspapers in every province and territory across the country.

Members turn to Newspapers Canada as a trusted source of information, relying on our website, publications and other communications vehicles for coverage of the latest industry news and trends.

Contact us today to find out how we can customize a strategy to suit your unique promotional needs.

For more information on advertising opportunities with Newspapers Canada, contact us at info@newspaperscanada.ca.

RATE CARD 2014

Product	Placement	Size	Per month
Newspapers Canada website	 Leaderboard	728 x 90 pixels	\$399 (rotating)
			\$1499 (exclusive)

Newspapers Canada website ads are an effective way to showcase your brand to an engaged and attentive audience. With over 18,000 unique visitors each month, the Newspapers Canada website is the go-to resource for the Canadian newspaper industry. Highly visible leaderboard ads on both English and French sites are offered on an exclusive or rotating basis.

Product	Placement	Size	Per issue
News on News e-newsletter	 Banner - Position 1 above header graphic	542 x 67 pixels	\$199
News on News e-newsletter	 Banner - Position 2 above People section	542 x 67 pixels	\$149
News on News e-newsletter	 Banner - Position 3 below Calendar section	542 x 67 pixels	\$125

Canada's premier newspaper industry e-newsletter **News on News** is distributed every week to over 3,500 English-language and 200 French-language subscribers, including newspaper publishers, managers and staff, media owners and executives, and members of the public. Delivered directly to subscribers' inboxes, advertising in **News on News** will connect you with association members and other industry stakeholders.

Product	Placement	Size	Per issue
The Scoop e-newsletter	 Banner - Position 1 below header	542 x 67 pixels	\$99
The Scoop e-newsletter	 Banner - Position 2 above footer	542 x 67 pixels	\$75

The Scoop e-newsletter is distributed monthly to advertisers, media planners and buyers, and creative agencies to keep them abreast of activities and innovation in the newspaper industry. Delivered in English and French to over 650 subscribers, **The Scoop** contains relevant Canadian and international news stories, research reports, case studies and more.

Product	Description	Per year
Partners Directory	Premium listing: Standard listing plus logo and company description	\$399
Partners Directory	Basic listing: Company name and contact information	\$299

Newspapers Canada's online **Partners Directory** contains listings of industry suppliers and services and is an excellent resource for the decision-makers at Canada's daily and community newspapers.

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416-923-3567 | info@newspaperscanada.ca
www.newspaperscanada.ca



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

ONLINE ADVERTISING

Leaderboard - 728 x 90 pixels

NEWSPAPERS CANADA
A JOINT INITIATIVE OF THE CANADIAN NEWSPAPER ASSOCIATION AND THE CANADIAN COMMUNITY NEWSPAPER ASSOCIATION

NEWS

INK-BEYOND

Free website for members on Canada Post's Priority Tagmail
Join CNA's new of Canada Post for an online distribution of Priority Tagmail. Newspapers Canada Post is the first to offer this service. Available to all members. Read more >

Follow us: Facebook, Twitter, LinkedIn

Shawn Cornell named publisher for the Carleton Place
Shawn Cornell is taking over as the new publisher for the Carleton Place in Carleton Place. Read more >

THE SCOOP
YOUR MONTHLY GUIDE TO ACTIVITIES AND INNOVATIONS IN THE DAILY AND COMMUNITY NEWSPAPER INDUSTRY

Banner - Position 1 - 542 x 67 pixels

IN THE BIZ

Postmedia announces paywalls for all papers
Toronto Star to introduce paywall
Mahesh Ganesaper takes helm at Winnipeg Free Press
The Globe and Mail, La Presse, among top 50 best printed papers in the world
Audi Bureau of Circulations is now the Alliance for Audited Media
It's time for ad teams to launch their own mobile and tablet digital products
Globe launches online radio venture
Isomend acquires St. Thomas/Egin Weekly News
Vancouver Sun launches mobile app for automobile ratings
Cakdon Publishing acquires The Register
Whitewood Herald launches new website
Vancouver Courier launches redesign

SPOTLIGHT

Newspapers work for government ads

Newspapers Canada has launched a new case study demonstrating the effectiveness of the newspaper medium for government advertising. The Royal Canadian Mounted Police newspaper campaign effectively highlighted major changes being made to our country. It successfully secured an extremely positive reaction from Canadians – and the more they saw it, the better the response!

Innovative Advertising Blog: Bold ads result in big sales for local retailer

Newspapers Canada spotlights newspaper innovation by inviting representatives from across the country to contribute to our Innovative Advertising Blog. In this edition, Laurie Finley, vice-president of sales for the Winnipeg Free Press, highlights the use of unique print ad shapes to help a local business build sales.

Newspapers: 2012 - The Year in Review

In 2012, 10 new print newspapers have been launched and 10 new news sites were introduced. Newspapers Canada has prepared a summary of the notable activities occurring in the newspaper industry.

Banner - Position 2 - 542 x 67 pixels

NEWSPAPERS CANADA

Banner - Position 1 - 542 x 67 pixels

Having trouble viewing this newsletter? [Read it online.](#)

NEWS ON NEWS
A JOINT INITIATIVE OF THE CANADIAN NEWSPAPER ASSOCIATION AND THE CANADIAN COMMUNITY NEWSPAPER ASSOCIATION

Black Press and Glacier signent des ententes de distribution avec SendtoNews

DECEMBER 18, 2012

Deux des plus grands groupes de presse du Canada, Glacier Media et Black Press, ont signé des ententes de distribution avec SendtoNews, une agence de nouvelles numériques œuvrant dans le domaine du sport. Ainsi, au moyen d'une plateforme d'information, le service de distribution basé à Victoria pourra consolider, réorganiser et établir des vidéos de sport prises chez les grandes ligues de sport professionnel et les principaux événements amateurs pour mettre cet inventaire à la disposition des activités de parrainage et de marketing des grandes marques. [Read more >](#)

Showcase your creativity at the Great Idea Awards

We are encouraging our daily and community newspaper members to start gathering your top advertising, marketing and promotional initiatives from 2012 to submit for next year's **Great Idea Awards**. The national awards program is open to members of the Canadian Community Newspapers Association (CCNA) and Canadian Newspapers Association (CNA) and honours the very best in newspaper marketing and promotion. The 2013 competition will include a brand new award category for Print Innovation, celebrating innovative printed materials for, or featuring, advertising clients. [Read more >](#)

Five creative strategies to get your advertiser noticed

For newspaper advertising on all platforms, great creative influences notoriety more than any other factor. In her latest [blog post](#) for the International News Media Association, Suzanne Raitt shares five effective strategies newspapers can use to get their advertisers noticed. From memorable copy to eye-catching visuals, read up on the ways newspapers are getting creative to achieve advertising results. [Read more >](#)

Banner - Position 2 - 542 x 67 pixels

PEOPLE

Former Postmedia vice-president, integrated sales **Shelley Middlebrook** has been named as the new executive vice-president, business development for News Canada. In her new role, Middlebrook will be responsible for overseeing development and execution strategies in a variety of different areas including sales and business and product advancement. [Read more >](#)

Peter Dyck, the long-time editor of The Carillon in Steinbach, Manitoba, has passed away. Dyck had been with the community paper for 44 years, starting in the late 1960s as a reporter. He recently received a Queen Elizabeth II Diamond Jubilee Award for his commitment to the industry. [Read more >](#)

Please send notice of appointments, promotions, deaths, retirements, awards or announcements to info@newspaperscanada.ca

PROGRAMS

[NewsGators - Canada](#)
[INFORMING Conference](#)
[Great Ideas Awards](#)
[National Newspaper Awards](#)
[Golf Penny Awards for Young Journalists](#)
[Canadian Community Newspaper Awards](#)
[Extra Awards](#)
[Community Content Distribution Service](#)

IN THE BIZ

[Why we won't have tablet-native journalism](#)
[Why branded content is leading a charge](#)
[Rediscovering the content experience for news](#)
[Can local newspapers collaborate with blogs?](#)

CALENDAR

February 1 - [ANNA Newspaper Symposium](#)
May 9 - [INK-BEYOND conference and trade show](#)
May 15 - [Media Credit Conference](#)

Banner - Position 3 - 542 x 67 pixels

NEWSPAPERS CANADA

TECHNICAL SPECIFICATIONS

Website and Newsletter Ads

- Artwork accepted in the following file formats: JPG or GIF. No animated GIF files, please.
- Artwork must be 72 DPI.
- Maximum file size of 100 KB.
- For ad sizes, refer to the diagrams on the left.
- For web ads, specify campaign start and end dates.
- For newsletter ads, specify publication date and position. News on News is published every Thursday.
- Artwork to be submitted no less than 3 business days prior to campaign start date.
- Include both the artwork file and the URL that the ad should clickthrough to.
- There will be a \$50 production charge for any files that are submitted unfinished or in formats other than those listed above.

Partners Directory Listings

- Premium listings: Company logo artwork accepted in the following file formats: JPG, EPS.
- Premium listings: Provide company description in 50 words or less.

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