

SERVICES

WHAT NEWSPAPERS CANADA OFFERS

Communications

- **Newspapers Canada website:** www.newspaperscanada.ca
- **News on News e-newsletter:** Weekly overview of association activities and industry news and events. To subscribe, send an e-mail to services@newspaperscanada.ca.
- **Social Media:** Join the conversation! Receive daily updates from Newspapers Canada by following us on:
 - **Twitter:** @NewspaperCanada
 - **Facebook:** www.facebook.com/newspaperscanada
 - **LinkedIn:** www.linkedin.com/groups/Newspapers-Canada-3349657

Business Services

- **Agency Accreditation and Credit Rating program:** Up-to-date agency credit ratings for use by member newspapers.
- **Canadian Media Circulation Audit:** Cost-effective circulation verification service recognized and accepted by government and business. See www.circulationaudit.ca.
- **CommunityWire:** In-house wire service distributing press releases and other free-for-use content to the newsrooms of over 1,200 newspapers in both official languages. Visit www.communitywire.ca for more information.

Awards

- **Canadian Community Newspaper Awards:** Community newspaper competition with awards for editorial, multimedia, photography and other categories. www.communitynewspaperawards.ca
- **Extra Awards:** Celebrating outstanding newspaper advertising in Canada. www.newspaperscanada.ca/extras
- **Great Idea Awards:** Celebrating the best promotions, ad campaigns and special sections from community and daily newspapers. www.greatideaawards.ca
- **Goff Penny Awards:** Writing competition for young journalists from daily newspapers.
- **Quill Recognition Awards:** Members can nominate a peer for one of these recognition awards honouring longstanding service in the newspaper industry.

Education

- **National Conference:** Annual industry conference and trade show held in a different Canadian city each spring. Visit www.newspaperscanada.ca/conference for more information.
- **Webinars:** Low-cost distance education covering a cross-section of business and industry topics for editorial, marketing and advertising departments. Live and pre-recorded webinars are available. Visit www.newspaperscanada.ca/webinars for more information.
- **Mixed Bag Exchange:** Newspapers are invited to share copies of their paper once a year to other participants. Provides members with an opportunity to learn from their peers and improve the quality of their own publications.

Public Affairs

Newspapers Canada represents its members' interests on a number of public affairs issues. Contact jhinds@newspaperscanada.ca for more information.

- **Recycling:** Working with industry organizations coast-to-coast, the associations have saved members millions of dollars in recycling costs.
- **Copyright:** Prepare industry positions on copyright issues to present to the government, including Bill C-32.
- **Anti-Spam legislation:** Working with the CRTC on member communications and enforcement.
- **Do Not Call legislation:** Obtained an exemption for newspapers from the Act. Working with the CRTC on member communications and enforcement.
- **Freedom of Information:** Prepare and release annual FOI audit to monitor government activities and test how readily officials disclose information that should be publicly available on request.
- **Legal Interventions:** Involved in appropriate legal issues on behalf of the industry.
- **Canada Post:** Monitoring Publications Mail and Unaddressed Admail service rates, specifications and standards.
- **Support programs:** Member representation regarding the Canada Periodical Fund offered by the Department of Canadian Heritage.

Research

The Newspapers Canada website houses an abundance of industry data for members, advertisers and the public. If you require specific information, contact klevson@newspaperscanada.ca.

- **Advertising Linage reports:** Issued monthly
- **Circulation Rates and Data reports:** Issued annually
- **Non-Publishing Days report:** Issued annually
- **Revenue reports:** Issued quarterly
- **Benchmarking surveys**

Sales and Marketing Tools

Visit www.newspaperscanada.ca/ad-resources to download any of the following materials:

- **Marketing materials:** Printable materials highlighting research on the strength of newspapers, available for download.
- **Case Studies:** Printable materials highlighting newspaper advertising success stories, available for download.
- **Publisher's Presentation:** Download and use this slide presentation in your sales meetings. An annual overview of the power, creativity and effectiveness of newspapers and their sites.
- **Industry Ads:** Series of house ads and environmental ads for use in your print and digital products to promote newspapers as an advertising medium.

