

NOT-FOR-PROFIT OUTREACH OPPORTUNITIES

Not-for-profit and charitable organizations can take advantage of these special offers to deliver promotional messages and public service announcements to Canada's newspaper industry.

These community outreach offers are designed to help your organization raise awareness about your charitable mission, educate the Canadian public, and promote your fundraising events and year-round initiatives.

We offer a number of public relations and brand marketing solutions to help you connect with newspaper journalists and editors and achieve your communications goals.

With numerous digital communications vehicles and a highly engaged membership, News Media Canada is an ideal public relations partner for organizations looking to reach newspapers across the country.

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

For more information on partnership opportunities with News Media Canada, contact us at services@newsmediacanada.ca.

NOT-FOR-PROFIT PACKAGES

Product	Basic	Premium
Part I: CommunityWire content distribution		
CommunityWire service (1-year term) <ul style="list-style-type: none"> Distribute your content nationally Includes English and French For press releases, matte stories, etc. 	6 distributions @ \$200 each = \$1200	12 distributions @ \$175 each = \$2100
Electronic posting of your content at www.communitywire.ca for a minimum of one year.	Included	Included
Part II: Brand Awareness		
News on News e-newsletter banner ads (3 insertions)		Included
Premium listing in Vendors Directory on News Media Canada website (1-year term)		Included
Part III: CommunityWire à la carte options		
Images or other attachments with each distribution. Corporate logo is complimentary	\$20 each	Included*
Additional distributions will be billed at the same low price.	\$200 each	\$175 each
Media Advisories	\$50 each	\$50 each
Part IV: Marketing and Social Media Add-Ons		
News Media Canada website leaderboard ad (3 months, rotating)		\$500
Twitter link between @NewsMediaCanada and your account		\$250
Facebook link between News Media Canada and your account		\$350

* Limit of 3 attachments per distribution, in addition to corporate logo

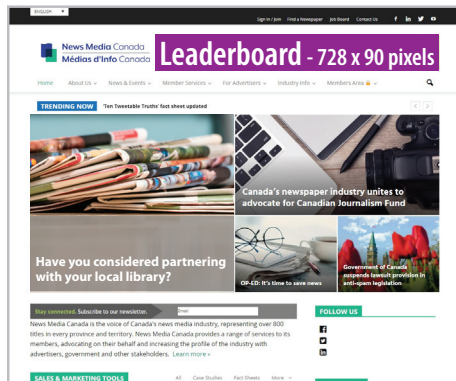
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OUR VEHICLES

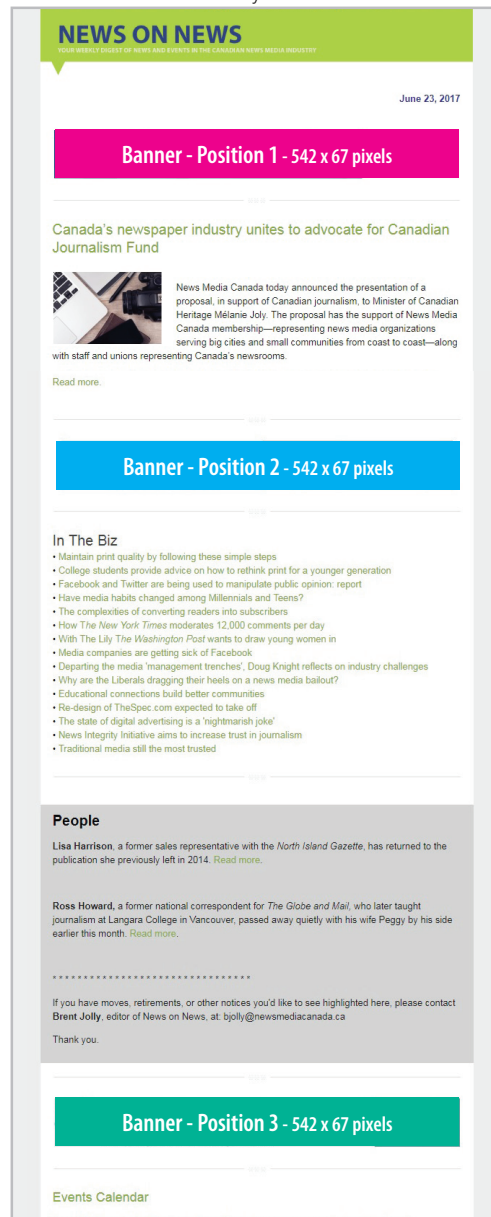
▼ **CommunityWire:** Reach Canada's most popular medium: Owned and operated by News Media Canada, CommunityWire offers businesses and organizations access to over 1,100 daily and community newspapers (members and non-members) from all parts of the country in both official languages. All content is housed on the CommunityWire website, giving journalists, editors and publishers immediate on-line access to your press releases, company announcements, matte stories, and more. Your message has the potential to reach millions of readers weekly. 78% of Canadians read their newspaper (print or online) every week—make sure that your message is heard. www.communitywire.ca



▼ **newsmediacanada.ca:** News Media 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 News Media 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.



▼ **News on News e-newsletter:** Canada's premier news media 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.



News Media Canada's Vendors Directory contains listings of industry suppliers and services and is an excellent resource for the decision-makers at Canada's daily and community newspapers. newsmediacanada.ca/about-us/vendors

TECHNICAL SPECIFICATIONS

CommunityWire

- All distributions include both English and French.
- Submit content in MS Word or text-only format. Only basic formatting will be retained.
- Targeted regional distribution is possible. Orders sent to two or more regions will be charged at the national rate.
- Submit corporate logo in PNG, JPG or EPS format.
- We accept several types of attachments including Word, PDF, JPG, PNG, EPS, etc. To verify, email us at content@newsmediacanada.ca. No audio or video files, please—post your recording online (e.g., YouTube) and provide a link in your press release.

Website & 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:

- Provide contact info for company representative to be included in listing.
- Submit company description in 50 words or less.
- Company logo accepted in the following file formats: PNG, JPG, EPS.