



How to Place an InKind **PRINT** Advertisement

- Step 1** Check your available linage to confirm which newspapers are participating in the InKind program on the [RPRA website](#) (see the linage allocation document).
- Step 2** Determine if your ads will be placed in CNA (daily) or OCNA (weekly) newspapers.
- Step 3** Decide if you will be working with the papers directly to develop the ads **OR** developing the ads yourself. (Please note: The newspaper’s creative departments may be able to assist with the creation of ads. RPRA does not have the professional capacity to create or revise ads.)
- Step 4** **Submit your correctly-sized ad in PDF format** (including the required tagline “Space provided through a partnership between industry and Ontario municipalities to support waste diversion programs”) along with your Insertion Order as shown in the table below:

For CNA Papers (Daily)	
<p>If booking ads directly with newspapers:</p> <ul style="list-style-type: none"> • Create the ad (including the required tagline) and size according to newspaper specifications • Complete the Insertion Order • Forward the ad (in PDF format) and Insertion Order directly to the newspaper(s) with a copy to RPRA at least one week prior to publication (inkind@rpra.ca) • Look for confirmation from RPRA that the ad meets the guidelines and can be published • Newspapers are asked to confirm the booking, and forward the tear sheet(s) or e-tear(s) to RPRA 	<p>If booking ads through RPRA:</p> <ul style="list-style-type: none"> • Create the ad (Remember to include the required tagline) and size according to newspaper specifications • Complete the Insertion Order • Forward the ad (in PDF format) and Insertion Order to RPRA at least one week prior to publication (inkind@rpra.ca) • Once approved, RPRA will forward the ad and insertion order to the paper(s) • Newspapers are asked to confirm the booking, and forward the tear sheet(s) or e-tear(s) to RPRA

For OCNA Papers (Weekly)	
<p>If booking ads directly with newspapers:</p> <ul style="list-style-type: none"> • Create the ad (including the required tagline) and size according to newspaper specifications • Complete the Insertion Order • For advertising in OCNA papers, the municipality must provide the ad in PDF to the newspaper(s) with a copy to RPRA (inkind@rpra.ca) at least two weeks prior to the requested date of publication • Look for confirmation from RPRA that the ad meets the guidelines and can be published • Following publication, the municipality will send the tear sheet(s) and zero invoice showing final linage to RPRA 	<p>If booking ads through RPRA:</p> <ul style="list-style-type: none"> • Create the ad (including the required tagline) and size according to newspaper specifications • Complete the Insertion Order • For advertising in OCNA papers, the municipality must provide the ad in PDF to RPRA (inkind@rpra.ca) at least two weeks prior to the requested date of publication • Once approved, RPRA will forward the ad and insertion order to the OCNA for booking • To confirm the booking, OCNA will send booked linage to RPRA monthly and a reconciliation will be completed

Notes:
<ol style="list-style-type: none"> 1. If RPRA is not provided with the ad in advance of publication or does not approve the ad, the ad will not be eligible for InKind funding, and the municipality will be responsible for payment of the advertisement. 2. The municipality is responsible for costs related to creative and/or translation services provided by the newspapers. 3. Although publication dates for the newspapers vary, we ask that all insertion orders and ads be submitted at least one week prior to the first publication date for CNA papers, and at least two weeks prior to the first publication date for OCNA papers. While every effort will be made to publish ads received after the deadlines, specific publication dates are not guaranteed. 4. Each municipality is responsible for confirming that the ads have run in their local papers and notifying RPRA of any changes/errors.



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The following documents are available on the [InKind](#) page of the RPR website:

2024 InKind Guide

Print and Online Insertion Orders

How-To Guides for placing ads

Available Linage Spreadsheet (updated semi-annually)

Newspaper Modular Specifications

Newspaper Contact List

Link to Image Banks (with downloadable ads)

Print Ads