

2016 Media Kit

The Power to Reach

Greater Ottawa • Ottawa Valley • St. Lawrence

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Our Reach

Over 370,000 Households

As one of the largest local media companies in North America, we have one of the country's largest editorial forces and most advanced distribution networks.



Metroland strives to be the leading source of community news and information for readers and to provide the most effective and innovative advertising solutions for businesses in their community.

Metroland has strong ties and deep relationships in the communities it serves. Its newspapers and websites frequently earn industry association awards recognizing excellence in their content.

Metroland's community newspapers enjoy exceptional reach and readership in their markets where they also act as leading distributors of flyers to households on behalf of advertisers.

Through its network of publications, digital properties, distribution services, consumer shows and online commerce, Metroland Media provides advertisers with a broad array of effective and innovative advertising options for connecting with consumers.

Who We Are

Metroland Media is one of Canada's leading community media companies with operations in newspapers, digital properties, flyer distribution, printing, consumer shows, magazines, directories and online commerce.

Our Newspapers

- **Orléans News**

The Orléans News is focused on the Ottawa's eastern suburbs. The area is growing quickly and residents are keen to learn about new commercial, employment and residential development, as well as roads and transit.

- **Ottawa East News**

The Ottawa East News covers the central and east parts of the city's old urban core. Serving the communities of Rockcliffe, Manor Park, Vanier, Lowertown, Centretown, the Glebe and Old Ottawa South.

- **Ottawa South News**

Ottawa South News is a paper established on Oct. 28, 2010. Serving the communities of south Ottawa, Riverside South, Blossom Park, Hunt Club and Leitim.

- **Ottawa West News**

Ottawa West News is a paper established on Oct. 28, 2010. Serving the communities of west Ottawa.

- **Nepean-Barrhaven News**

Serving the communities of Ottawa's western and south suburbs.

- **Manotick News**

Serving the communities of Ottawa's western and south suburbs.

- **Kanata Kourier-Standard**

The Kanata Kourier was launched in 1983. Serving the communities of Kanata Lakes, Beaverbrook, Village Green, Morgan's Grant, Briarbrook, Bridlewood, Emerald Meadows, Glen Cairn and Katimavik

- **Stittsville News**

The Stittsville News was first published in 1957, founded by Howard Maguire of Stittsville. The paper has a long and proud history of serving the community. Serving the communities of Stittsville, Richmond, Munster Hamlet and Ashton.

- **West Carleton Review**

Serving the communities of West Carleton, Arnprior, Kinburn and Carp.

- **Arnprior Chronicle-Guide**

The Arnprior Chronicle was established in 1871 and with the merger of The Arnprior Guide in 1985 became The Arnprior Chronicle-Guide. Serving the communities of Arnprior, Braeside and White Lake.

- **Renfrew Mercury**

Established in 1871, the Renfrew Mercury is one of the oldest weekly newspaper in the Metroland newspaper family. Serving the communities of Renfrew, Burnstown and Calabogie.

- **Carleton Place/Almonte Canadian Gazette**

The Carleton Place Canadian was established in 1876, just nine years after confederation. Serving the communities of Carleton Place, Almonte and Clayton.

- **The Perth Courier**

Founded in 1834 the Perth Courier has a long a proud history. The paper has digitized its files from 1834. Serving the communities of Perth, Westport, Lanark, Maberly, Balderson, Clarendon, Mississippi and Mountain Grove.

- **The Smiths Falls Record News**

Founded in 1887, the Record News prides itself on offering its readers a fresh perspective when covering news and sports in the community. Serving the communities of Smiths Falls, Montague and the Rideau Lakes region.

- **The Kemptville Advance**

The Kemptville Advance has been serving North Grenville and area for more than 150 years. Serving the communities of Kemptville, Merrickville, South Mountain and North Gower.

- **The St. Lawrence News**

The St. Lawrence News serves the communities of Brockville, Iroquois, Spencerville, Gananoque and others along the St. Lawrence Seaway.



Community Partnerships



Children hold a special place in the hearts of all of us and the Children's Hospital of Eastern Ontario has earned the respect and admiration of people throughout

the communities it so proudly serves. Community fundraising paved the way for the creation of CHEO more than four decades ago and community support continues to be the key ingredient in providing exceptional care for thousands of kids and young families each year.

Great partnerships have become the hallmark of the CHEO Foundation's success and Metroland Media has become a cornerstone in supporting so many of our critical fundraising events and activities.

Whether it's our Dream of a Lifetime Lottery, CN Cycle for CHEO, the annual CHEO Telethon or more than 300 events – both big and small – organized by individuals and groups in communities throughout the region; Metroland Media has played an important supporting role.

Metroland Media is uniquely able to shine the spotlight on events which support CHEO and tell the stories of children and families from so many of the communities that rely on CHEO for care. As a result, Metroland Media's community newspaper readers share a special bond with our hospital and together we help CHEO's doctors, nurses and staff to provide the best possible care to the children and youth of our region. On behalf of all of them, we offer our heartfelt thanks to Metroland and their generous readers.



Since 1992, the Ottawa Senators have been woven into the fabric of their community. Sens fans are United in Red, loyal and

proud, never giving up until the last puck is dropped for the season.

The Senators partner with local volunteer associations and community conscious corporate partners to offer initiatives and opportunities to make our community a better place. The Sens support a charitable foundation, education programs, hockey schools, and so much more.

The Foundation focuses on improving the quality of life of children and youth, while events like the Bell Capital Cup annually attracts 500 Atom & Peewee teams to the Ottawa region for the world's premiere tournament.

"The Senators are very pleased and excited about our relationship with Metroland Media," says Chief Marketing Officer Peter O'Leary. "Our partnership is very robust and dynamic. It is essential for the Senators as we leverage

Metroland's high household penetration inside the market and outside in the rural areas with our messages. They are the only media we deal with that has as much penetration in markets like Kanata as in markets like Brockville."

The Ottawa Senators regularly advertise in Metroland's community newspapers. In addition they also take advantage of Metroland's specialized services such as commercial printing, digital and online services, as well as letter shop services for direct mail and variable data printing. And the Senators are often in the headlines of the newspapers.

"Having a partner with all these services under one roof that is managed with a turn-key approach through one rep is fantastic for us at the Senators, and all their customers. What is most exciting about working with Metroland is their true commitment to the communities they serve. Our two organizations are very community focused and partner regularly to amplify our respective causes. Foundation, Snow Suit Fund, sponsorships...the list is endless. We can always count on their support and creativity on how to serve our fans, customers and stakeholders."



Community Partnerships



As 30,000 fans gathered in the heart of the city this past summer with excitement and anticipation in the air, the first licks from Angus Young's

Gibson SG pulsed deeply into the bones and the thrill ride that is a stadium show at TD Place was underway. It was Ottawa's first major stadium show since The Rolling Stones rocked Lansdowne Park a decade before, and it was an incredible moment for those of us who witnessed the re-imagining and rebirth of Lansdowne through a lengthy construction phase.

Lansdowne is now Ottawa's newest and most vibrant urban lifestyle district with live sports and entertainment, shopping, restaurants, VIP movie theatres, condominium living and a major urban park. Its centerpiece, TD Place stadium/arena complex, is home to the biggest party in town, otherwise known as a CFL Ottawa REDBLACKS home games. It's also the home pitch for the NASL's record setting Ottawa Fury FC soccer club and the storied Ottawa 67's OHL hockey team. The arena at TD Place has already

hosted concerts featuring Def Leppard, Serena Ryder, Jim Cuddy and many other popular artists. It's perfectly situated in the geographic centre of the Ottawa/Gatineau region within walking distance of both Carleton University and the University of Ottawa.

Metroland Media figured prominently in the transformation of Lansdowne through editorial and advertising support, helping to inform and raise support for the re-development. Metroland created a multi-page special section to celebrate the opening of the first phase of Lansdowne and has continued to be an active partner in promoting events and providing coverage for the teams and public events.

The Ottawa Sports and Entertainment Group (OSEG), which owns the sports teams and manages Lansdowne, appreciates the commitment to community that Metroland Media has displayed by being behind the Lansdowne project. And it's only the beginning.



Kardish Health Food Centres offer a healthy alternative for better living.

Ottawa's largest health food chain, Kardish has nine stores that satisfy the growing demand for healthier products. Kardish outlets are clean, well merchandised stores, offering a wide selection of specialty health foods, gluten free products, health and beauty aids and quality natural health supplements.

"We always uphold the highest standards of customer service, smart product selection and store cleanliness," said co-owner Robert Assaf. "It's all about a passion for the best products in the most comfortable environment. Kardish Health Food Centre staff are experienced health enthusiasts who are passionate and knowledgeable about the food and products."

Kardish also offers customers a generous rewards program and wildly popular customer appreciation days along with a consistent company-wide in-store sampling program. Kardish also hosts an engaging facebook page with regular contests, promotions, recipes and health product information, which is also supported by regular, free in-store educational seminars and supplier partnered consumer webinars.

Kardish and Metroland Media are partners in promoting a healthy, community-oriented lifestyle. By supporting local charities and events, Kardish and Metroland Media help to foster a sustainable atmosphere of positive growth.

"Our motto is 'A better life in store'. As an organization Kardish is committed to the ideals behind that statement. Our mission is to be a gateway to wellness in our community and we appreciate the support and service we receive from Metroland Media."



Newspaper / Digital Advertising



ottawa
COMMUNITY news.COM

INSIDE
ottawavalley.COM

INSIDE
brockville.COM



In-Paper Features



Camp Guide

Helping you reach over thousands of homes, advertising your camp. Get your camp noticed by placing your advertisement in our camp guides!



Readers' Choice

And the winner is... Showcasing the best of the best in your community. Check out who's hot this year.



Back-to-School

Registration comes quick! Don't miss out on our Back to School feature, where we help you get the word out, quickly.



Remembrance Day

Lest we forget. On this day we remember all those who fought for us. Let us help honour those who deserve it.



Automotive

Zoom Zoom. Showcasing the best automotive buys in the regions! Don't miss out.



Wedding

Weddings and Engagements, oh my! Now's the time to announce your engagement or share your special day with friends and family.



Your Home

Home Reno's are never done. Take advantage of this feature and bright the homes of our readers.



Sponsor Pages

Sponsor pages are a wonderful way to show your business' support and help bring awareness to your favourite organization.



Specialty Publications

The power of Specialty Publications



FLOOR TO CEILING
A home supplement

PROGRESS

Community
information guides

*Holiday
Recipes*

Explore

Ottawa Wheels

FYI

WEDDING

Splurge



Mass Impact Features

The best way to make a big splash. Perfect for Grand Openings and Community Events

2 or 4 Page Wraps



Pop-Ups



(available with centrespread)

Post-it Note



Faux Note



Skybox



Mass Impact Features

Our vast printing complex offers you a myriad of print options. From simple Flyers to Post Cards, Door Hangers, Presentation Folders and everything you put inside them. We can add to your marketing by adding Brochures and Kit Folders.

Brochures

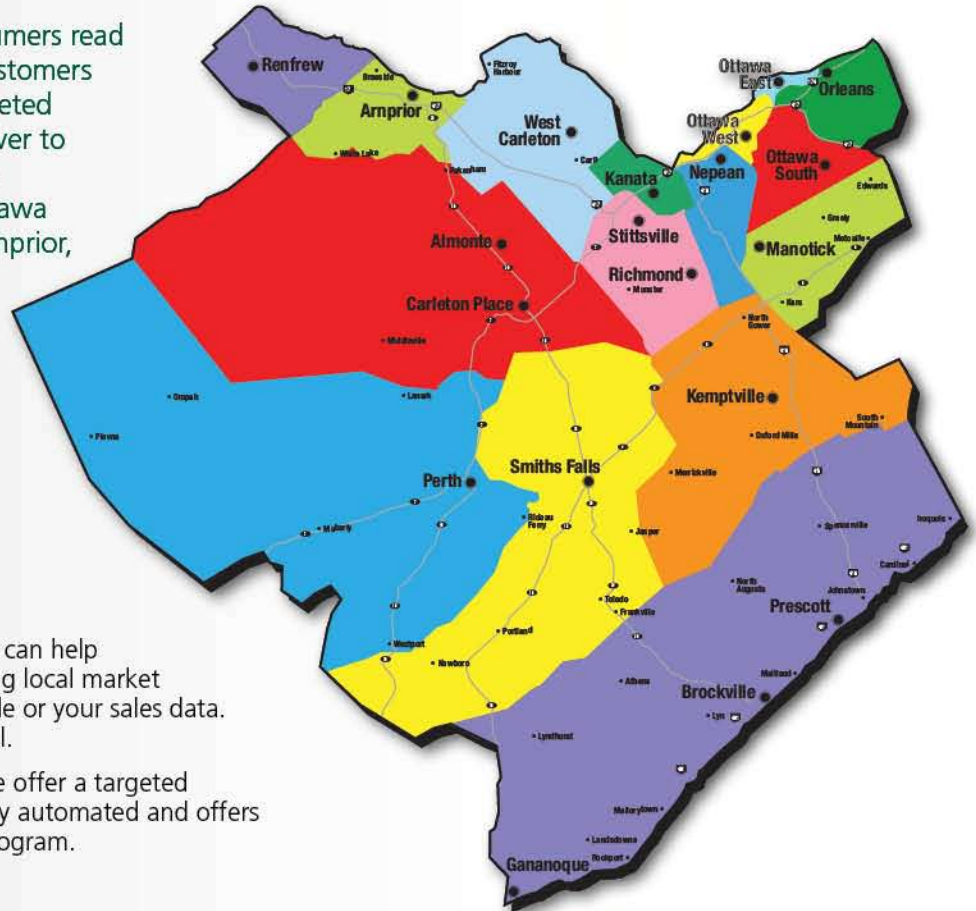


Door Hangers



Flyer Distribution

Did you know 97% of consumers read flyers*? Many reach their customers with Metroland Media's targeted to the door delivery. We deliver to 363,000 doors from Orleans to West Carleton, to the Ottawa Valley including Renfrew, Arnprior, Carleton Place, Perth, Smith Falls and Kemptville



Our team of sales professionals can help select the right households using local market intelligence, demographic profile or your sales data. No target is too big or too small.

As your blue chip distributor we offer a targeted distribution system which is fully automated and offers a comprehensive verification program.

Targeting

Many customers choose Metroland's efficient distribution system for zoning pre-printed flyers, product samples and catalogues. We provide quality targeted delivery by FSA (Forward Sortation Area) or by DAZ (Distribution Area Zones within FSA's). We can provide a distribution program to match every client's needs. Our up to date technology features inserting machines that feed directly into our newspapers.

We are FDSA approved. (Flyer Distribution Standards)

Verification

Our Metroland newspapers meet comprehensive, time-tested, industry-leading verification standards.

We feature GPS auditing, in-store service report programs and visual checks to ensure quality delivery. We have constant contact with our carriers to ensure delivery is on time and executed properly.

We pride ourselves on providing high standards of local service with weekly follow up to all stores. Our service is second to none in the Ottawa and surrounding areas.

GPS Auditing

Metroland East augments its verification of delivery with a second to none GPS system to ensure proper delivery of our products. Auditors utilize a handheld GPS device and go out to the areas to interview residents. A waypoint is taken and general information on delivery is recorded. The auditor transmits this information to our servers where our database compiles the data and produces the results on Google Earth Maps. This gives you a visual indication of our verification results.



*Source: Brandspark International

Flyer Distribution

Letter Shop

On behalf of our customers, our letter shop injects hundreds of thousands of pieces into the Canada Post system every year. Our Letter Shop is managed by a certified Canada Post mailing specialist who can advise you on:

- FSA mapping for Unaddressed Admail, demographic targeting
- Canada Post documentation (orders)
- Direct Mail consultation
- Direct Mail design
- Data processing (list cleaning, de-duplication, consolidation, grouping, flagging, formatting, reports and more)
- Pre-sorting and bulk mail preparation
- Envelope inserting
- Ink-Jet addressing
- Variable data digital printing (variable graphics and/or text, including barcodes)

Our knowledge and experience with Canada Post may allow you to increase efficiency and save money on all of your mailings.

Canada Post
Direct Marketing
Specialist

| DISTRIBUTION RATES | |
|--------------------|-----|
| up to 8,999 | 52M |
| 10,000 to 19,999 | 55M |
| 20,000 to 29,999 | 49M |
| 30,000 to 39,999 | 46M |
| 40,000 to 49,999 | 42M |
| 50,000 and OVER | 40M |

RESTRICTIONS
12" wide (up to) by 12" deep
Minimum
3" wide (up to) by 3" deep
-NO ADDRESS LABELS

DEADLINES
Flyers MUST be booked and arrive at our warehouse the day preceding the date of mailing.
SMITHS FALLS
80 Lorne Street, Smiths Falls, ON, N7A 4T5
613-784-0124

CALL FOR A QUOTE



Digital

Metroland Media is a name not only trusted as a source for quality community information, but we are trusted in providing local business owners with the right marketing products to achieve their goals.

We work together with business owners to achieve their goals and objectives via Metroland Media's broad range of digital services and capabilities. These powerful business solutions dramatically increase visibility online and drive new business.

Ottawacommunitynews.com

- Part of the Metroland network of community news sites owned by Torstar.
- 1 of 5 regional sites in Eastern Ontario that host local content from community newspapers.

Benefits:

- Local Content Matters
- Geo-targeted
- We are a Trusted Source



Content Marketing

Online Business Profile

- Part of the community directory
- Hosted on Metroland Network of community news sites
- Associate your brand with trusted community content

Publish a Series of Articles

- Have articles written about your business
- Articles hosted for 1 year
- Searchable across the Metroland Network and the internet

Link Information Together

- Linked to your website and social media
- Host Video and photos
- Link to Goldbook business directory
- For Autocatch - Connect advertorial with vehicle listings
- For Homefinder – Connect advertorial with home listings



Digital

save.ca

- Post a flyer or deal
- Reach more shoppers with Save.ca
- Save.ca is Canada's oldest and largest flyer site in Canada

HomeFinder.ca

- Hot Listings
- Free listings for realtors via MLS
- 2.8 million monthly page views

in your neighbourhood

We put your business on the map.

- Business Profiles
- Content Marketing

WagJag

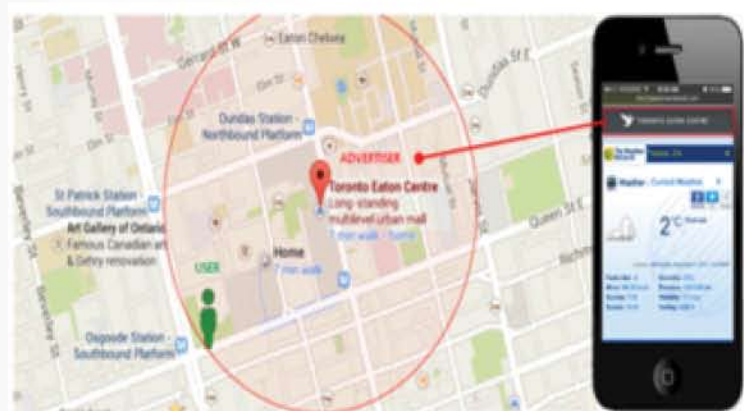
- Significant reach across Canada
- Results lead to new and returning customers

auto catch.com

- The best way to find your next used car.

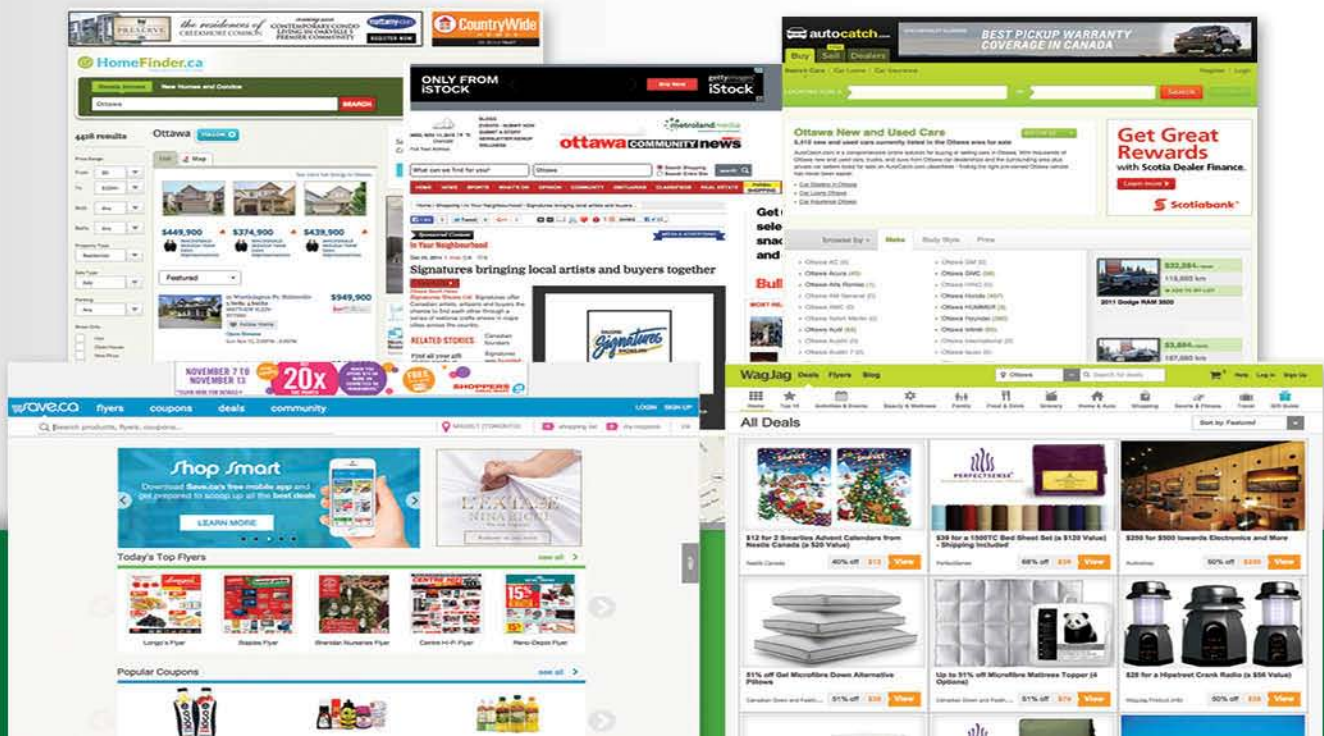
Geo-Fencing

- Deliver ads to people on their mobile devices based on the GPS location data
- Serve ads to people within a min. 1km radius of a specific location
- Accurate targeting allows us to serve geographically relevant ads to potential buyers
- Available in Big Box and Mobile Banner ads



Metroland IP Targeting

- Reach people across Metroland Network of sites based on their IP addresses location
- People from Ottawa visit other Metroland sites to plan travel and find out about local events in other communities where they may have family or friends or do business



Digital Specifications

MECHANICAL INFORMATION - Digital Format & Sizing



Leaderboard*
728 x 90



Big Box*
300 x 250



Double Skyscraper*
300 x 600



Sponsorship*
468 x 60



Catfish†
970 x 60



Desktop Interstitial†
950 x 500



Video Big Box‡
290 x 203



Mobile Banner†
300 x 50



Expandable Sponsorship**
468 x 60 to 468 x 180



Expandable Big Box**
300 x 250 to 600 x 500



Expandable Leaderboard**
728 x 90 to 728 x 220



Mobile Interstitial†
(iPhone Only)
320 x 460

Creative Delivery

Please upload all content in zip archive (if possible) *Please note that FTP permissions allow upload privileges only.

Users will not be able to delete, download or rename files once they have been uploaded or files that are already existing on the server.

You can download free FTP software at <http://filezilla-project.org/>

After uploading creative, please send an email to digitalads@metroland.com with the following information:

1. Company Name/Campaign Name
2. Campaign Start Date
3. File Names

FORMATS ACCEPTED

* .gif .jpg .png .swf (flash versions 6-10)

** .gif .jpg .png .swf (flash versions 6-10) Must be sent in 2 files

(All Flash .swf files require a .jpg or .gif backup file for those users that do not have flash installed on their computers.)

† .gif .jpg .png

‡ .flv (flash video) under 30 secs (96BPS audio & Video 780BR)

Click Tags

(applies to .swf files only)

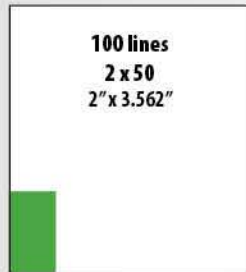
All Flash ads must have the following code embedded in the creative (using Actionscript 1.0 & 2.0 only) in order for us to supply reporting on the campaign. The code is placed on an invisible button that spans across the entire ad.

Click Tag: on (release) {getURL (clickTag, "_blank");}

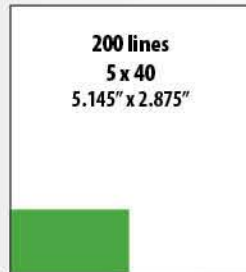


Print Ad Specifications

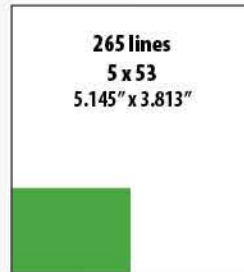
MECHANICAL INFORMATION - Regular Display Pages



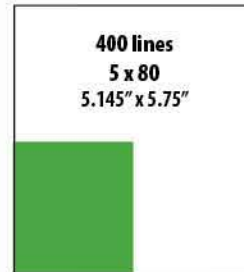
1/16 Vertical



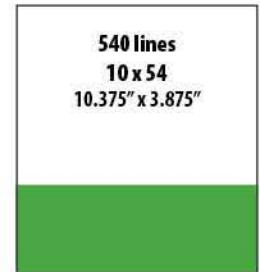
1/8 Regular Vertical



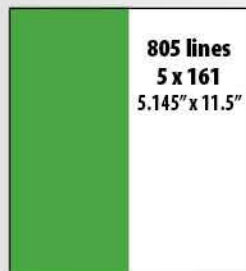
1/6 Square



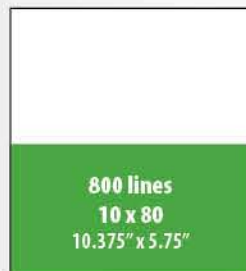
1/4 Vertical



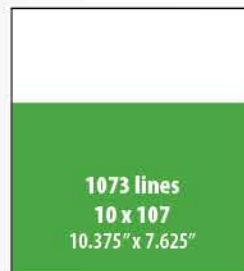
1/3 Horizontal



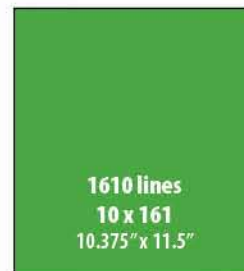
1/2 Vertical



1/2 Horizontal



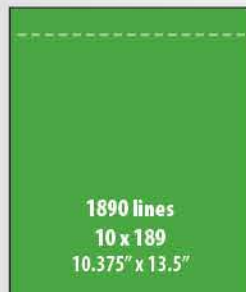
2/3 Horizontal



Full Page



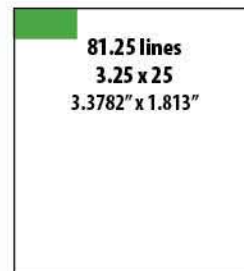
Banner



Pop-Up



Double Truck



Skybox

COLUMN WIDTHS - Picas or Inches

- | | |
|------------------------------------|-------------------------------------|
| 1 Column - 5p9 or 0.9625" | 6 Column - 37p1 or 6.1917" |
| 2 Column - 12p0 or 2.0083" | 7 Column - 53p5 or 7.2375" |
| 3 Column - 18p3 or 3.0542" | 8 Column - 49p8 or 8.2833" |
| 4 Column - 24p7 or 4.1" | 9 Column - 55p11 or 9.3292" |
| 5 Column - 30p10 or 5.1458" | 10 Column - 62p3 or 10.3725" |

- Completed ads are best supplied as a high-resolution PDF with fonts embedded.
- All colours must be converted to CMYK format.
- Black type must be 100% black - NOT a four colour mix.
- Supplied images/logos should be high-resolution - 300 dpi



Our People

MANAGEMENT

| | |
|--|-----------------------|
| Michael Mount – <i>V.P. Publisher</i> | 613-221-6206 |
| Cheryl Hammond – <i>Director of Advertising</i> | 613-221-6218 |
| Michael Tracy – <i>General Manager, Ottawa</i> | 613-221-6150 |
| Cindy Manor – <i>General Manager, Ottawa Valley</i> | 613-283-3182 ext. 164 |
| Tom O'Malley – <i>Regional Digital Manager</i> | 613-221-6222 |
| Gregory Esnard – <i>Regional Distribution Manager</i> | 613-221-6201 |
| Elliot Tremblay – <i>Manager, Distribution Ottawa</i> | 613-221-6204 |

SALES

Ottawa

| | |
|---|--------------|
| Jill Martin – <i>Nepean/Barrhaven News</i> | 613-221-6221 |
| Valerie Rochon – <i>Nepean/Barrhaven News</i> | 613-221-6227 |
| Annie Davis – <i>Ottawa West News, Kanata Kourier-Standard</i> | 613-221-6217 |
| Carly McGhie – <i>Ottawa East News</i> | 613-221-6154 |
| Mike Stoodley – <i>Manotick News, Stittsville News</i> | 613-221-6231 |
| Cindy Gilbert – <i>Ottawa South News</i> | 613-221-6211 |
| Gisele Godin – <i>Kanata Kourier-Standard</i> | 613-221-6214 |
| Blair Kirkpatrick – <i>Orleans News, FYI</i> | 613-221-6216 |
| Geoff Hamilton – <i>New Home Builders Sales Specialist</i> | 613-221-6215 |
| Rico Corsi – <i>Automotive Sales Specialist</i> | 613-221-6224 |
| Jason Beck – <i>Distribution Sales Specialist</i> | 613-221-6207 |
| Robert Sametz – <i>Distribution Sales Specialist</i> | 613-221-6230 |
| Sharon Russell – <i>Classified Sales</i> | 613-221-6228 |
| Donna Therien – <i>Administration</i> | 613-221-6233 |

Our People

Ottawa Valley

| | |
|--|-----------------------|
| Paula Inglis – Sales Manager, Ottawa Valley | 613-283-3182 |
| Kathy Perreault – Kemptville Advance | 613-283-3182 ext. 134 |
| Cheryl Johnston – Smiths Falls Record News | 613-283-3182 ext. 184 |
| Sharon Sinfield – Carleton Place/Almonte Canadian Gazette | 613-283-3182 ext. 177 |
| Kevin Hoover – Perth Courier | 613-283-3182 ext. 148 |
| Stacey Delli Pizzi – Administration | 613-283-3182 |

Renfrew/Arnprior

| | |
|---|---------------------------|
| Leslie Osborne – Sales Manager Renfrew Mercury, Arnprior Chronicle-Guide ... | 613-623-6571/613-432-3655 |
| Stephanie Jamieson – Renfrew Mercury | 613-432-3655 |
| Alicia Whyte – Renfrew Mercury | 613-432-3655 |
| Christine Jarrett – Classified Sales | 613-623-6571 |

St. Lawrence

| | |
|---|--------------|
| Wayne Thornhill – Sales Manager, St. Lawrence News | 613-498-0305 |
| Dave Fox – St. Lawrence News | 613-498-0305 |
| Bruce Thomson – St. Lawrence News | 613-498-0305 |
| Anne Sawyer – St. Lawrence News | 613-498-0305 |
| Connie Seguin – St. Lawrence News | 613-498-0305 |





EASTERN ONTARIO REGION

Greater Ottawa • Ottawa Valley • St. Lawrence