



2017 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. We 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, Manotick, Osgoode, Greely, Riverside South, Blossom Park, Hunt Club and Leirtrim.

- **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.

- **Kanata Courier-Standard**

The Kanata Courier 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.



Readership

1

70% OF PEOPLE WITHIN METROLAND'S OTTAWA FOOTPRINT READ AT LEAST ONE OF THE LAST FOUR METROLAND COMMUNITY NEWSPAPERS

2

READERSHIP IS PARTICULARLY STRONG IN THE **35+** DEMOGRAPHIC WITH **74% READERSHIP**



3



METROLAND OTTAWA COMMUNITY NEWSPAPERS ARE MOST COMMONLY READ BY TWO ADULTS IN EACH HOUSEHOLD

4

READERS ARE SPENDING AN AVERAGE OF **18 MINUTES** READING THE NEWSPAPER INCLUDING READING THE INSERTED FLYERS.



5

92% OF READERS ARE READING AT THE SAME LEVEL OR MORE OFTEN COMPARED TO LAST YEAR

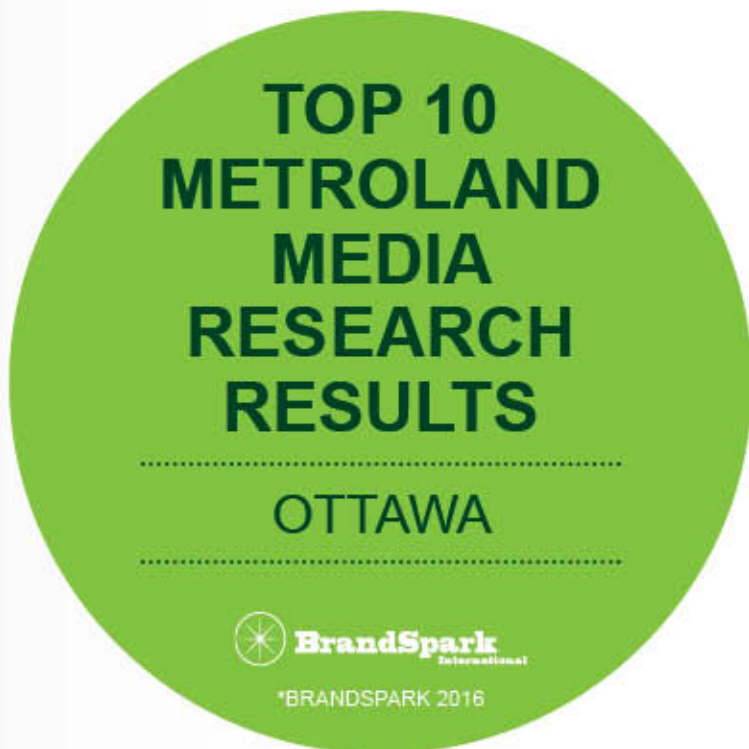
6



THE TYPICAL ISSUE IS READ TWICE, AND KEPT IN THE HOUSE FOR AN AVERAGE OF ALMOST 3 DAYS

7

THE READERS OF METROLAND OTTAWA COMMUNITY NEWSPAPERS RATE COVERAGE OF LOCAL NEWS & LOCAL POLITICS AS ABOVE AVERAGE/EXCELLENT



8



LOCAL COMMUNITY NEWSPAPERS ARE THE MOST TRUSTED SOURCE OF ADVERTISING (84%) COMPARED TO OTHER CHANNELS SUCH AS TV (75%), RADIO (82%), THE INTERNET (55%) AND SOCIAL MEDIA (37%).

9

85% ARE VISITING THE COMMUNITY NEWS SITES AT THE SAME LEVEL OR MORE OFTEN COMPARED TO LAST YEAR



10

METROLAND PRINTED COMMUNITY NEWSPAPERS ARE BEING SOURCED FOR LOCAL NEWS OR SHOPPING INFORMATION BY 90% OF PEOPLE WHEN COMBINED WITH PRINTED FLYERS

Readership

TOP 10 METROLAND MEDIA RESEARCH RESULTS

OTTAWA VALLEY



*BRANDSPARK 2016

1

78% OF PEOPLE WITHIN METROLAND'S
OTTAWA VALLEY FOOTPRINT READ AT LEAST
ONE OF THE LAST FOUR
METROLAND COMMUNITY NEWSPAPERS

2

READERS OF METROLAND COMMUNITY NEWSPAPERS
IN THE OTTAWA VALLEY SKEW OLDER IN AGE IN ADDITION TO
BEING COLLEGE EDUCATED

3



METROLAND COMMUNITY NEWSPAPERS IN THE OTTAWA VALLEY
ARE MOST COMMONLY
READ BY TWO+ ADULTS IN EACH HOUSEHOLD

4

READERS ARE SPENDING AN AVERAGE OF
24 MINUTES READING THE NEWSPAPER
INCLUDING OVER 8 MINUTES
READING THE INSERTED FLYERS.



5

**96% OF READERS ARE READING
AT THE SAME LEVEL OR MORE OFTEN
COMPARED TO LAST YEAR**

6



THE TYPICAL ISSUE IS
**READ TWICE, AND KEPT IN THE HOUSE
FOR AN AVERAGE OF ALMOST 3 DAYS**

7

**METROLAND NEWSPAPERS & PRINTED FLYERS
ARE REFERENCED MOST OFTEN
WHEN LOOKING FOR
LOCAL NEWS AND/OR SHOPPING INFO**



8



**LOCAL COMMUNITY NEWSPAPERS
ARE THE MOST TRUSTED
SOURCE OF ADVERTISING (94%)
COMPARED TO OTHER CHANNELS**

9

**80% ARE VISITING THE COMMUNITY NEWS
SITES AT THE SAME LEVEL OR MORE OFTEN
COMPARED TO LAST YEAR**



10

THE READERS OF METROLAND OTTAWA VALLEY
COMMUNITY NEWSPAPERS RATE COVERAGE
OF LOCAL NEWS & LOCAL POLITICS
AS ABOVE AVERAGE/EXCELLENT

Readership

TOP 10 METROLAND MEDIA RESEARCH RESULTS

ST. LAWRENCE



*BRANDSPARK 2016

1

72% OF PEOPLE WITHIN METROLAND'S
BROCKVILLE FOOTPRINT READ AT LEAST
ONE OF THE LAST FOUR
METROLAND COMMUNITY NEWSPAPERS

2

READERSHIP OF METROLAND (ST. LAWRENCE NEWS)
COMMUNITY NEWSPAPER IN BROCKVILLE IS HIGHER
AMONG THOSE **35+** IN AGE.

3



METROLAND COMMUNITY NEWSPAPER (ST. LAWRENCE NEWS)
IN BROCKVILLE ARE MOST COMMONLY
READ BY **TWO+** ADULTS IN EACH HOUSEHOLD

4

READERS ARE SPENDING AN AVERAGE OF
20 MINUTES READING THE NEWSPAPER
INCLUDING OVER 6 MINUTES
READING THE INSERTED FLYERS.



5

84% OF READERS ARE READING
AT THE SAME LEVEL OR MORE OFTEN
COMPARED TO LAST YEAR

6



THE TYPICAL ISSUE IS
READ **TWICE**, AND KEPT IN THE HOUSE
FOR AN AVERAGE OF ALMOST **4 DAYS**

7

METROLAND NEWSPAPERS & PRINTED FLYERS
ARE REFERENCED MOST OFTEN
WHEN LOOKING FOR
LOCAL NEWS AND/OR SHOPPING INFO



8



LOCAL COMMUNITY NEWSPAPERS
ARE THE MOST TRUSTED
SOURCE OF ADVERTISING (90%)
COMPARED TO OTHER CHANNELS

9

74% ARE VISITING THE COMMUNITY NEWS
SITES AT THE SAME LEVEL OR MORE OFTEN
COMPARED TO LAST YEAR



10

THE READERS OF METROLAND OTTAWA VALLEY
COMMUNITY NEWSPAPERS RATE COVERAGE
OF LOCAL NEWS & LOCAL POLITICS
AS ABOVE AVERAGE/EXCELLENT

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.



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 & Pee wee 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

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

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.



Floor Plan

This monthly feature is designed with the new and existing home owner in mind. This feature will take the mystery out of the homebuilding experience and offer valuable advice on where best to turn.



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

Whccls

FYI

think local

**Leeds and Grenville
SPORTS REPORT**

Discover

**COMMUNITY
INFORMATION GUIDES**

*Holiday
Recipes*

PROGRESS

Explore



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

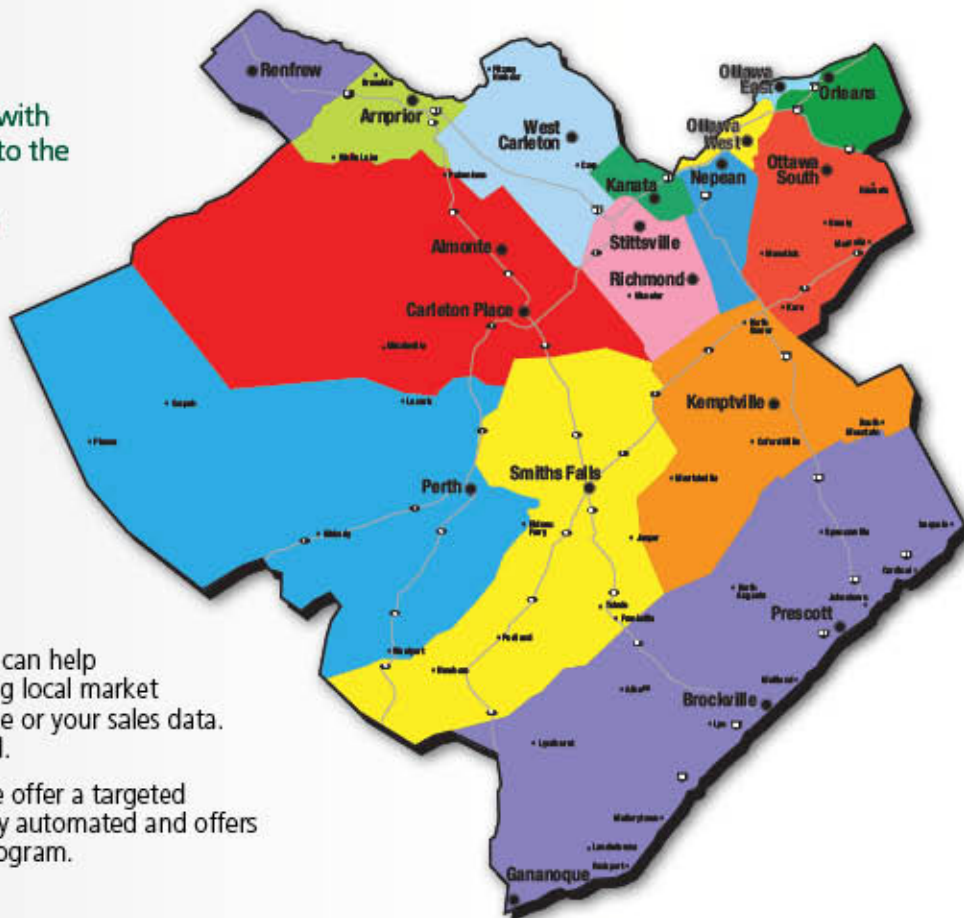


Door Hangers



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 Association)

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.

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.

metrolandmedia
The Power to Reach

Flyer Distribution

Including Specialty Items:
• Sticky Notes
• Tickets
• Door Hangers

SPECIFICATIONS	DEADLINES	DISTRIBUTION RATES
Standard 11" x 17" sheet 1/4" top margin	4pm MDT in June 4pm MDT in other months	10,000 to 14,999: \$29.50 15,000 to 24,999: \$39.50 25,000 to 34,999: \$49.50 35,000 to 44,999: \$59.50 45,000 to 54,999: \$69.50 55,000 and OVER: \$79.50
Standard 11" x 17" sheet 1/4" top margin	4pm MDT in June 4pm MDT in other months	10,000 to 14,999: \$29.50 15,000 to 24,999: \$39.50 25,000 to 34,999: \$49.50 35,000 to 44,999: \$59.50 45,000 to 54,999: \$69.50 55,000 and OVER: \$79.50

Call Your Account Executive for a Quote
613-226-3330

Canada Post
Direct Marketing
Specialist



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.

SEO (Search Engine Optimization)

Metroland Media can work with you to analyze your website and the key words that people would use to find your business. We use various strategies to modify your website to improve your search ranking so people can find you faster.

Google Ad Words (SEM – Search Engine Marketing)

Metroland can look after buying the right Ad Words for you. There are many reasons advertisers may consider using this strategy. Drive new business by capitalizing on the millions of people who use Google to find what they are looking for. We can help you manage your Ad Words campaign to ensure great search engine result page (SERP) positioning and drive more traffic to your site.

Online Display Advertising

Display advertising is a powerful way to drive behaviour. Using compelling creative instead of simple text based Google Ad Words (that offers little branding opportunity) is an extremely effective way to tell people about the great things you offer and the problems you solve. Google Ad Words only address the thin market which is very small. Great display advertising has the power to create demand and change behaviour of the many people who aren't thinking about your products and services right now. This is by far the largest opportunity any business owner can focus on to increase sales, so doing it well is an essential ingredient in a solid marketing plan.

Community Websites

Metroland East has 6 regional websites where local community news and information is updated daily to complement our weekly newspapers. These sites offer great call to action and branding opportunities to own the space around trusted local content in each community.

- Ottawacommunitynews.com
- Insideottawavalley.com
- Insidebrockville.com
- Kingstonregion.com
- Insidebelleville.com
- MyKawartha.com

ottawa
COMMUNITY news

INSIDE
ottawavalley

INSIDE
brockville

kingston
REGION

INSIDE
belleville

myKawartha
.com

Specialty Websites

Metroland owns and operates websites in key verticals that cater to specific information needs of our readers.

 **autocatch**.com

• Autocatch.com – A great automotive site with new and used vehicle listings. Once people know the car they are looking for they search by Year, Make, Model and City so our site is designed with this in mind to ensure our cars are found. Take advantage of this opportunity for Dealerships and complimentary automotive services to promote your business in a local relevant space.

 **HomeFinder.ca**

• Homefinder.ca – This easy to use website makes finding your next home a breeze. This is a great opportunity for Real Estate agents, Home Builders, Home Inspectors and Property owners to put your listings in front of local buyers.

 **save.ca**

• Save.ca – Your one stop shop for flyers, deals and savings. A perfect place to virtually deliver your flyer that allows our local community to find the best prices around and create shopping lists quickly and easily.

WagJag

• WagJag – When it comes to saving money and promoting new experiences, this site does it all. Reach a new audience looking to try new things. Work with our team of specialists to create a great offer and leave the promotion to us. No budget, no problem, let your margins pay for the advertising. Performance based advertising – no cost if it does not bring you business.

Digital

Programmatic Ad buying

Single Tactic Targeting

Using a DMP (Data Management Platform) we collect valuable 1st party data from people using our sites and engaging in our content.

With a minimum order of 20,000 impressions and prices ranging from \$10-18CPM (cost per 1,000 impressions) advertisers can reach an online audience in their community or area of interest using either of the following tactics.

- **Geofencing** – using GPS data, target specific area of interest to reach mobile devices
- **Geotargeting Behaviourally** – based on users IP address data, combined with 1st party data from users that we collect/organize, we target groups of people with relevant messages from our advertisers to drive better ad engagement.
- **Reporting** – Reports provided for either tactic at the end of the campaign on request.

Multi Tactic - Dynamic Audience Extension

Using sophisticated DSP (Demand Side Platform) technology we target desired demos/personas identified by our advertisers within the specific regions of interest. Targeting data comes from the top 3rd party data providers in the industry as well as custom 1st party data to ensure you reach the right people with your message.

New technology is constantly being invested in to ensure you have the best tools you need to reach customers effectively.





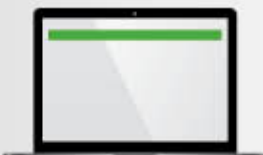



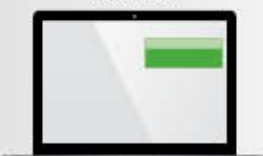



Strategy and Experience are what allow us to decide on the best tactics for our clients. The data is what tells us where to focus the budget for success.

- **Retargeting** – Allows advertisers to re-engage warm leads, which is a great way to get a 2nd chance to drive desired actions and get results.
- **Geofencing** – Using GPS data, target specific area of interest to reach mobile devices
- **Device targeting** – Reach your desired audience based on their device type and its settings
- **Geotargeting Behaviourally** – Based on past browsing habits and premium 3rd party and 1st party data, target groups of people based on information shared on social media, website submissions, websites visited, credit data, job type, income, age, dwelling type and 25,000 other available attributes.
- **Content targeting** – Identify content that people you want to reach might be engaged in reading and target ads around the content to ensure your message is highly relevant to increase interest in your message.
- **Conversion tracking** – Less than 1% of people click on ads. We use conversion code to track and identify the 99% of people that don't click on ads so you can accurately gauge the effectiveness of each campaign.
- **Optimization** – each campaign is a finely tuned combination of timing, relevancy, creative messaging and repetition. Managing the required adjustments in the right areas is essential to the desired outcome. We optimize on an ongoing basis through automation and manual intervention.
- **Reporting** – data drives decisions. Our data is real time and refined so you can decide the right path forward with the transparency and information you require. Reports on demand and Final Summary report at end of campaigns.



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

100 lines 2 x 50 2" x 3.562"	200 lines 5 x 40 5.145" x 2.875"	265 lines 5 x 53 5.145" x 3.813"	400 lines 5 x 80 5.145" x 5.75"	540 lines 10 x 54 10.375" x 3.875"
1/16 Vertical	1/8 Regular Vertical	1/6 Square	1/4 Vertical	1/3 Horizontal
805 lines 5 x 161 5.145" x 11.5"	800 lines 10 x 80 10.375" x 5.75"	1073 lines 10 x 107 10.375" x 7.625"	1610 lines 10 x 161 10.375" x 11.5"	250 lines 10 x 25 10.375" x 1.813"
1/2 Vertical	1/2 Horizontal	2/3 Horizontal	Full Page	Banner
1890 lines 10 x 189 10.375" x 13.5"	3220 lines 20 x 161 21.5" x 11.5"		56 lines 2 x 28 2" x 2"	100 lines 10 x 10 10.375" x 0.714"
Pop-Up	Double Truck		Earlug	Mini-Bar

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

Peter Bishop – V.P. Publisher	613-221-6206
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Cindy Manor – General Manager, Ottawa Valley & St. Lawrence	613-283-3182 ext. 164
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Gregory Esnard – Regional Director Distribution	613-221-6201
Elliot Tremblay – Manager, Distribution Ottawa	613-221-6204

SALES

Ottawa

Jill Martin – Nepean/Barrhaven News	613-221-6221
Catherine Lowthian – Nepean/Barrhaven News	613-221-6227
Connie Pfitzer – Ottawa West	613-221-6209
Annie Davis – Ottawa West News, Kanata Courier-Standard, FYI	613-221-6217
Lesley Moll – Ottawa East News	613-221-6154
Mike Stoodley – Stittsville News	613-221-6231
Cindy Gilbert – Ottawa South News	613-221-6211
Glisele Godin – Kanata Courier-Standard	613-221-6214
Blair Kirkpatrick – Orleans News	613-221-6216
Geoff Hamilton – New Home Builders Sales Specialist	613-221-6215
Rico Corsi – Automotive Sales Specialist	613-221-6224
Jason Beck – Distribution Sales Specialist	613-221-6207
Robert Sametz – Regional Integrated Sales	613-221-6230
Sharon Russell – Classified Sales	613-221-6228
Donna Therien – Administration	613-221-6233
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Our People

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Cheryl Johnston – Inside Sales	613-283-3182 ext. 184
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Kevin Hoover – Perth Courier	613-283-3182 ext. 148
Jennifer Coughlin – Inside Sales	613-283-3182 ext. 165
Stacey Delli Pizzi – Administration	613-283-3182

Renfrew/Arnprior

Leslie Osborne – Sales Manager Renfrew Mercury, Arnprior Chronicle-Guide	613-432-3655
Stephanie Jamieson – Renfrew Mercury	613-432-3655
Alicia Whyte – Renfrew Mercury	613-432-3655
Adrienne Barr - Classified Sales	613-432-3655
Christine Jarrett – Arnprior Chronicle-Guide	613-432-3655

St. Lawrence

Wayne Thornhill – Sales Manager, St. Lawrence News	613-498-0305
Dave Fox – St. Lawrence News	613-498-0305
Connie Seguin – Inside Sales	613-498-0305
Shawn Ogilvie – St. Lawrence News	613-498-0305

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