

## How to Place an InKind **ONLINE** Advertisement

Currently online InKind ads may be booked for Canadian Newspaper Association (daily) newspapers only.

- Step 1** Check your available lineage confirm which newspapers publish online ads in your municipality on the [RPRA website](#) (see the InKind Advertising section). Online lineage information is now included on the InKind Linage spreadsheets, for participating newspapers.
- Step 2** Decide which ad you will be running. You can create your own ad or choose one from RPRAs Advertising Image Bank.
- Step 3** Submit your correctly-sized ad (including the required tagline “Sponsored by industry/municipal partnership”) along with your completed Online Insertion Order for RPRAs approval. If you are booking an ad directly with a newspaper, you must submit a copy of the insertion order and ad to RPRAs for approval prior to publication.

The Big Box ad is one of the typical online ad sizes (300 x 250 pixels). Several Big Box ads are available in the Advertising Image Bank for municipalities to use free of charge. Municipalities may add their logo and contact information to the ads.

There may be different rates for Flash/no flash. A Flash ad is animated, including movement or sound. No flash is a static image.

All online ads must include the tagline “Sponsored by industry/municipal partnership”.

The municipality should submit the completed Online Insertion Order and the ad image to RPRAs for review/approval prior to publication.

The standard unit for online advertising that the InKind program is working with is 25,000 impressions. Municipalities may choose to run more or fewer impressions<sup>1</sup>. Please check the online lineage information on the InKind Linage spreadsheets for complete information.

Space availability (or inventory - i.e. space on the newspaper’s website for advertising) can be limited, as online ads are very popular and prime space is booked well in advance. Submitting an insertion order with dates/locations does not guarantee that the online ad will be booked as requested. Booking online ads well in advance is recommended.

### Notes:

1. If RPRAs 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. 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 RPRAs of any changes/errors.

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

2018 InKind Guidelines	Newspaper Modular Specifications
Print and Online Insertion Orders	Newspaper Contact List
How-To Guides for placing ads	Link to Image Banks (with downloadable ads)
Available Linage Spreadsheets (updated monthly)	

<sup>1</sup> An Impression is the how most Web advertising is sold and the cost is quoted in terms of the cost per thousand impressions (CPM).