

Newspaper In-Kind Program


MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING



A serene night landscape featuring a calm body of water reflecting the sky. The sky is a mix of deep purple, blue, and green, with a bright, starry aurora borealis visible. The water is dark, with the colors of the sky and the aurora reflected on its surface. Silhouettes of trees are visible along the horizon and in the foreground, adding depth to the scene.

INDIGENOUS LAND ACKNOWLEDGMENT

Panel Introductions

- Karen Melnychuk, Executive Director, MMSM
- Sarah Wallace, Director, Marketing & Communications, MMSM
- Paul Deegan, President and Chief Executive Officer, News Media Canada
- Bob Cox, Publisher, Winnipeg Free Press

Today's Agenda

- Background
- In-Kind Advertising Program
 - How will it work?
 - Advertising examples
- Roles & Responsibilities
- How to book ads
- Other important information



Background

- The Government of Manitoba paid newsprint fees on behalf of newspaper stewards directly to MMSM from 2010-2017
- This arrangement was under the Newspaper Recycling Agreement (SDIF 2011), which the Manitoba Government terminated in August 2017
- With a lack of funding from newspapers and the Manitoba Government, MMSM could not pay communities for the newspaper portion of blue box recycling
- All parties have been trying to find a solution since 2017
- In October 2021, both AMM and the City of Winnipeg supported and approved to an In-Kind Advertising Program
- In-Kind Programs for newsprint recycling fees already exist in Ontario, British Columbia, and Quebec

In-Kind Advertising Program

Under the MMSM Packaging and Printed Paper (PPP) Program Plan, members of News Media Canada (NMC), and the Manitoba Community Newspapers Association (MCNA) will contribute newspaper advertising space to participating communities in lieu of cash funding for their portion of the residential recycling program.

Each year, the amount of space contributed by NMC/MCNA is determined by the financial obligation of NMC/MCNA stewards under the MMSM Program and is allocated to communities – based on the value of each community’s cash funding in the program year.



How will it work?

- MMSM will determine the annual allocation and will track the spend
- The amount will be converted to newspaper print or digital advertising space
- Communities will receive a minimum allocation, regardless of what is owed (one ¼-page ad per year)
- The in-kind may be used until exhausted - not subject to a limited time frame
- Advertisement templates will be available to use at no cost
- Advertisements can be placed jointly by neighbouring communities
- The In-Kind Advertising Program will begin in early 2022

What topics can the in-kind be used for?

MMSM encourages communities to use the in-kind to promote their residential recycling programs. It can also be used for:

- Issues, events, and projects related to a broad array of environmental concerns, including recycling, waste, litter, give away programs, and tree planting initiatives
- Initiatives related to climate change, green buildings, water conservation, waste management, sustainable transportation, and sustainable food systems and security
- Allocated to representatives of the arts and other community groups



Advertising examples

Primary advertising

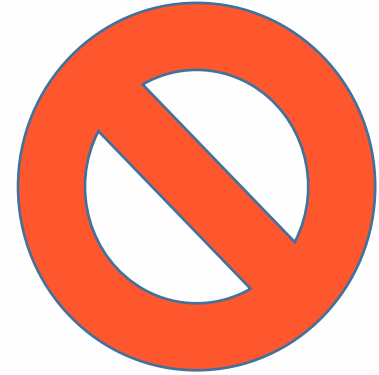
- Newspaper print advertising
- Digital display advertising

Other opportunities:

- Website placement of sponsored content
 - Videos and other materials
- Niche product advertising / magazines
 - Women magazine, Local Gardener, Lifestyles 55+, Nursing Week
 - Parade of Homes and MBiz
- External flyer jacket advertising
- Email advertising through daily existing email blasts
 - Note: Separate email blasts are not included

What is NOT included?

- Creative services outside of the customized advertising templates
- Publications produced by outside partners who control ad space
- Translation services
- Flyer inserts and print production
- Third-party advertising through other media companies



Advertising template example

THE INDIVIDUAL
COMMUNITY LOGO
PLACEHOLDER



**CHECK IT
BEFORE YOU
CHUCK IT**



For a list of recyclables,
visit your communities website or the
RECYCLEPEDIA

SimplyRecycle.ca

Roles & Responsibilities under the In-Kind Program

MMSM

- Determines the lineage (advertising space) allocated to each community
- Coordinates placement of advertisements, tracks advertising space used and remaining
- Responsible for communication with the parties related to the In-Kind Advertising Program

NMC / MCNA

- Run the communities' advertisements in their newspapers and/or on their websites
- Contacts communities to assist with developing an advertising schedule/plan for the program year
- Work with communities on a tailored approach if needed and on an individual basis

Municipal & Indigenous Communities

- Develop advertisements that meet the required content specifications
- Use the allocated amount of lineage
- Promote residential recycling program

How to book ads

- Step 1:** Contact MMSM at inkind@stewardshipmanitoba.org for lineage updates
- Step 2:** Contact newspaper to schedule your advertisement and complete purchase order (newspapers will provide you with an insertion order)
- Step 3:** Email insertion order and ad artwork to inkind@stewardshipmanitoba.org (copy applicable newspapers)
- Step 4:** MMSM will confirm approval by email and copy the community and applicable newspaper

Note: If there are any problems with the ad or insertions, MMSM will contact the community directly

Other important information

Can advertisements be faxed to MMSM/newspapers?

- No - Faxed advertisements lose quality in transmission
- Ads need to be a high-quality PDF
- Please email your ads to inkind@stewardshipmanitoba.org

Do I need to reference the In-Kind Advertising Program in my ads?

- Each print ad must include the following tagline:
“Space provided through a partnership between industry and Manitoba municipalities to support waste diversion programs”
- Tagline for online ads “sponsored by industry/municipal partnership”

More information – StewardshipManitoba.org

- Dedicated landing page for the In-Kind Advertising Program
 - Program Guide
 - Advertising templates
 - List of participating newspapers
 - Links to newspaper publisher websites with ad types and sizes
 - FAQ

Next Steps

- Contact MMSM for lineage update if you did not receive the notice
- Create a plan for 2022 - how do you plan to use your in-kind?
- Develop creative – or reach out to MMSM for a template
- Contact MMSM/newspaper two weeks (minimum) before you would like your advertisement to run

Contact Information

Email: inkind@stewardshipmanitoba.org

Phone: 204-953-2012

Website: stewardshipmanitoba.org

Questions



Holiday Recycling Guide

Holiday Recycling Guide

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

Visit the Recyclepedia at
SimplyRecycle.ca to learn more!

f @ t

Accepted Items ✓

 Chocolate box	 Brown kraft paper	 Cardboard	 Greeting cards (no foil, glitter or ribbon)	 Metal cookie tins (empty)
 Paper gift bags (no strings)	 Paper gift tags	 Plastic trays (clear)	 Tape dispenser (empty)	 Toy packaging

Unaccepted/Reusable Items ✗

 Aluminum foil, pie plates and trays	 Bows and ribbon	 Bubble wrap	 Candy wrappers	 Cellophane	 Decorations
 Foam packaging (Styrofoam)	 Food waste (organics)	 Disposable plates and cutlery	 Wine corks	 Wrapping paper (with dyes, glitter and foil)	

Depot ✗

 Batteries	 Christmas trees (real)	 Electronics	 Plastic bags (retail location)	 String lights (Urbanmine)
---------------	----------------------------	-----------------	---------------------------------------	----------------------------------



MMSM

**Multi-Material
Stewardship Manitoba**

INDUSTRY FUNDING RECYCLING

SimplyRecycle.ca

Thank you!