
IN-KIND ADVERTISEMENT PROGRAM GUIDE



TABLE OF CONTENTS

[Background](#)

[Roles and Responsibilities](#)

[Eligibility under the In-Kind Advertising Program](#)

[Development of Advertisements](#)

[Frequency and Timing of Advertisements](#)

[FAQ](#)

[MCNA Members Newspapers – Manitoba](#)

[How to Book Ads](#)

[Advertising Templates](#)

BACKGROUND

Under the Multi-Material Stewardship Manitoba (MMSM) Packaging and Printed Paper (PPP) Program Plan, members of the Canadian News Media Association, which operates under the name News Media Canada (NMC), and the Manitoba Community Newspapers Association (MCNA) contribute newspaper linage to participating communities in lieu of cash funding.

Each year, the amount of linage contributed by NMC/MCNA is determined by the financial obligation of NMC/MCNA stewards under the MMSM Packaging and Printed Paper (PPP) Program Plan and is allocated to communities -- based on the value of each community's cash funding in the program year.

**These guidelines are meant to assist in running the
In-Kind Advertising Program.**

ROLES AND RESPONSIBILITIES UNDER THE IN-KIND ADVERTISING PROGRAM

NMC/their members, MCNA/their members, MMSM, and participating communities all play important roles to ensure the effectiveness of this program.

- NMC and MCNA use Canadian Advertising Rates & Data (CARD, www.cardonline.ca) rates to figure out how much each member newspaper contributes to the lineage.
- This helps them meet their obligations in the Packaging and Printed Paper (PPP) Program Plan.
- These member newspapers then display community ads in their papers or on their websites.

NMC and MCNA members treat bookings made by MMSM for participating communities with respect, and honor them just like their cash-paying advertisers.

This means they ensure that booking times are honored as well. ¹



¹ Failure to respect and honour the ads as they were booked could result in the lineage being returned to the community.

ROLES AND RESPONSIBILITIES UNDER THE IN-KIND ADVERTISING PROGRAM

MMSM collaborates with NMC/MCNA to decide how much lineage each community gets. ²

At the start of each year, MMSM informs communities about the program for that year, including how much lineage each community will receive and the program guidelines.

MMSM also manages the placement of ads, keeps track of used and remaining lineage, and handles communication related to the In-Kind Advertising Program with all involved parties.

²This could be interim amounts.

ROLES AND RESPONSIBILITIES UNDER THE IN-KIND ADVERTISING PROGRAM

Communities develop advertisements to meet the required content as per the Packaging and Printed Paper (PPP) Program Plan to use their allocated amount of linage.

- Communities can directly reach out to newspapers to schedule ad bookings. However, it's important for communities to send both the insertion order and the related ads to MMSM for approval before publication. This should be done by emailing them to inkind@stewardshipmanitoba.org.
- This process helps ensure that MMSM has the latest information about the lineage booked through the In-Kind Advertising Program.

Please note that ads booked through newspapers without providing insertion orders to MMSM won't be eligible for placement through the In-Kind Advertising Program.

Newspapers are encouraged to contact communities to assist with developing an advertising schedule for the program year.

ELIGIBILITY UNDER THE IN-KIND ADVERTISING PROGRAM

The community must submit the ad and an insertion order to MMSM. This should be done by emailing it to inkind@stewardshipmanitoba.org.

- Advertisements placed jointly by communities are eligible.
- Neighbouring communities are encouraged to develop common advertisements and pool their lineage allocations.
- This increases the advertising frequency and the public's exposure to the advertisement's message.

When pooling lineage, MMSM **must** receive written confirmation or the ad itself from **all participating communities** that they agree to share lineage.

IN-KIND ADVERTISING:



Recycle smart – no plastic bags in the cart!

Empty or full, plastic bags ruin your recycling. Reuse or return them to many retailers.

To find out where many items go, use the Recyclepedia.



Space provided through a partnership between industry and Manitoba communities to support waste diversion programs.

winnipeg.ca/recycling

SUCH AS GOOGLE AND FACEBOOK.



Giveaway Weekend

September 16 and 17, 2023

Cruise the curbs or give reusable, unwanted items a new home!

Place items marked “free” at the curb.

Remove leftover items by dusk on Sunday.

Space provided through a partnership between industry and Manitoba communities to support waste diversion programs.



winnipeg.ca/giveawayweekend

IN-KIND ADVERTISING:

- May be allocated to representatives of the arts and other community groups
- May be used until it is exhausted and will not be subject to a limited time frame.
- Use of In-Kind lineage is subject to the reasonable availability of advertising and would be arranged directly with the participating newspaper publishers.
- Tax will not be charged on the in-kind advertisements.
Communities should provide their GST numbers to newspapers to keep on file.

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

Space provided through a partnership between industry and Manitoba municipalities to support waste diversion programs

IN-KIND ADVERTISING

- Advertisements may not request, advise, announce or in any way promote any activities or actions that would be contrary to any federal, provincial or municipal statute, regulation, or by-law.
 - Advertisements may not be used for lobbying or of a political nature that may affect one or more of the Premier of Manitoba or staff, Members of the Legislative Assembly, Ministry officials or staff, MMSM and its staff, Industry Funding Organizations and their staff or stewards and their staff.
 - No other restrictions shall be placed on the ad content and MMSM shall make the determination as to whether the advertisement is considered lobbying.
- Each print advertisement must include the following tagline: **"Space provided through a partnership between industry and Manitoba communities to support waste diversion programs."**
 - The MSMM logo must be added as well. The font must be of sufficient size to be legible and proportional to the ad size.
 - Each online advertisement must include the following tag line: **"Sponsored by industry/community partnership".**
 - The MSMM logo should be added as well. The font must be of sufficient size to be legible and proportional to the ad size.

DEVELOPMENT OF ADVERTISEMENTS

The In-Kind Linage spreadsheet provides the lineage required for a ¼ page black and white advertisement in each newspaper and the lineage required for other sizes can be calculated using this information.

- Newspaper specifications are provided to create advertisements according to each newspaper format.
 - If the value of a community's funding results in lineage less than ¼ of a page or "banner ad" for online, the lineage will be rounded up to ¼ of a page or "banner ad" for online.
- Use of a newspaper's creative services or advertising agencies from NMC to develop advertisements to presentation stage is at the community's expense.
 - There will be ad templates a community can choose from in various sizes that will assist in promoting a communities residential recycling program.
 - Please advise your graphic department and agency/service providers of the submission requirements and submission deadlines.

DEVELOPMENT OF ADVERTISEMENTS

- Linage over and above the lineage allocated under the In-Kind Advertising Program is at the community's expense and must be arranged privately between the community and the NMC/MCNA.
- A community may choose to run advertisements in colour through the use of additional lineage to cover the cost.
 - The additional lineage required at each newspaper to book colour advertisements is available in the In-Kind Linage spreadsheet posted on the MMSM website.
 - If insufficient lineage is remaining to cover the cost of colour, the community may cover the addition of colour at their own expense, directly with the newspaper.
- Translation of advertising text is at the community's expense. Contact MMSM to arrange for direct communication with the newspaper.

AD SIZE
BIG BOX—300 X 600
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
125 X 75



Say Goodbye
to Guessing!

Download the
FREE app today!



SPONSORED BY
INDUSTRY/MUNICIPAL
PARTNERSHIP.

FREQUENCY AND TIMING OF ADVERTISEMENTS

To maximize the use of In-Kind lineage, MMSM suggests that communities provide a schedule of requested ad placements covering three to four months of planned advertising.

Communities are also encouraged to meet with their local newspaper representative to develop an advertising plan/campaign.

NMC and MCNA member newspapers will publish advertisements on the date requested by the community, subject to availability of space.

To avoid increased competition for advertising space and consumer attention during the holiday season (late November to early January) it is suggested that communities book advertisements well in advance.



FREQUENTLY ASKED QUESTIONS

Can our community receive the NMC/MCNA contribution in cash or a credit instead of newspaper linage?

The In-Kind Advertising Program allows communities to book advertisements with their local newspapers. Compensation is through linage only.

What is interim linage?

Should there be a delay in determining the total annual steward obligation, MMSM will publish interim linage amounts based partially on prior year inputs and MMSM's allocation of NMC/MCNA linage member's obligation.

Who is the MMSM contact for the program?

The contact person for the In-Kind Advertising Program can be reached at inkind@stewardshipmanitoba.org

Can I receive newspaper linage from newspapers that are not members of NMC/MCNA?

No. Participating communities only receive In-Kind newspaper linage from publishers that are members of NMC/MCNA.

Can my community use our local, negotiated linage rate instead of the published CARD rate to calculate the linage due to us?

No. Local, negotiated linage rates vary and it was agreed that a consistent method of linage calculation was required to fairly determine allocations for each municipality. The published CARD rate is used to calculate a publisher's obligation under the Packaging and Printed Paper (PPP) Program Plan in newspaper linage.

FREQUENTLY ASKED QUESTIONS

May we contact newspapers directly to place ads?

Yes. Communities should contact newspapers directly to book In-Kind Program advertisements. Your community must send a copy of both the insertion order and associated ads to MMSM

inkind@stewardshipmanitoba.org for approval prior to publication.

This ensures MMSM will have up-to-date information on the lineage booked through the In-Kind Advertising Program.

- For advertising in NMC newspapers, the community must provide the ad in Portable Document Format (PDF) to the publication at least one week prior to the requested date of publication with a CC to NMC and MMSM.
- For advertising in MCNA newspapers, the community must provide the ad in PDF to MCNA paper with a copy to MMSM inkind@stewardshipmanitoba.org at least two weeks prior to the requested date of publication.

How could our community pool our lineage with other communities?

Why is this a good idea?

MMSM recommends that you contact your counterparts in neighbouring communities to explore interest in developing advertising that reflects both or more recycling programs. This shared advertising is then placed repeatedly in the advertising allocated to all of the participating community programs.

This coordinated approach to pool advertising lineage allows recurring exposure to a consistent advertising image and message.

MMSM must receive written confirmation in advance from all communities involved.

FREQUENTLY ASKED QUESTIONS

Can the advertisements be faxed to MMSM rather than emailed in PDF?

No. Faxed advertisements lose quality in transmission, so they are not appropriate for publishing. Newspapers require ads in high-quality PDF. Please email your ads in PDF to inkind@stewardshipmanitoba.org.

Is the value of the Association of Manitoba Municipalities (AMM) annual insert (one-page flyer) deducted from the In-Kind contribution before linage is allocated to municipal programs?

No. The annual insert provided by NMC to AMM for participating communities is in addition to linage allocations.

What happens if I don't submit any insertion orders?

If you do not submit a publishing schedule or insertion orders, MMSM will contact you by email to remind you of your unused linage.

May I place colour advertisements?

Yes. If the newspaper publishes in colour, communities may use colour linage equivalents to run colour advertisements. If the community does not have enough In-Kind linage to run the advertisement in colour, they may make arrangements with the newspaper to pay for colour at the community's expense.

May I use my linage for production and/or distribution of newspaper inserts (e.g., battery collection bags)?

No. The In-Kind Program provides only newspaper linage for advertisements, plus one free annual AMM insert.

What is the deadline for insertion orders for the In-Kind Advertising Program?

There are no deadlines.

FREQUENTLY ASKED QUESTIONS

Can I use lineage for municipal public notices or similar ads?

No, but advertising may be used for a variety of environmental concerns as enumerated above. It can also be allocated to arts and other community groups.

I am leaving this position and another person will be taking over. Who should I notify?

Please notify inkind@stewardshipmanitoba.org to update the contact.

If the local newspaper in my community has closed, can I book with another newspaper that has reach into my community?

Yes. For the local community where that paper operates, the municipality will have an amount of in-kind that it can use, but it will have to seek out other places to use it. The agreement does not marry municipalities to specific newspapers.

If a local newspaper closes, are there any ongoing obligations?

If an independent paper with revenues under \$750K closes, the obligation would simply cease. Allocations to municipalities would change.

MCNA MEMBER NEWSPAPERS - MANITOBA

FP Canadian Newspapers	Winnipeg Free Press Canstar Community Newspapers Brandon Sun The Carillon
The Globe and Mail	
Glacier Media Group	
Dauphin Herald	
Klein Media Group Ltd	The Winnipeg Sun Portage Graphic

ONLINE ADS

To address challenges faced by certain communities in securing ad placements in community newspapers, we advocate for the transition to online ad bookings through the platforms of Winnipeg Free Press and Brandon Sun.

In the following tables are the respective views by city for each online portal.

Source: Google Analytics - August 2023 to January 2024 monthly average

Total Users: Total number of unique visitors who have logged an event.

Views: Number of web pages/app screens viewed by visitors to each site/app.

Free Press Network Traffic by City:

City	Total Users	Views
Winnipeg	304,008	2,533,401
Gimli	15,473	56,249
Brandon	12,670	44,675
Winkler	12,312	51,481
Steinbach	10,411	57,569
Beausejour	5,959	19,166
Portage la Prairie	5,439	21,412
Thompson	4,868	13,485
Virden	4,832	12,752
Dauphin	4,396	12,893
Selkirk	4,352	42,206
The Pas	3,619	11,139
Dugald	1,614	13,399
Niverville	1,371	8,854
Powerview-Pine Falls	1,072	9,035
Ste Anne	962	8,374
Morden	857	4,825
Swan River	786	4,827
Lac du Bonnet	773	6,686
Neepawa	710	3,681
Stonewall	707	6,494

ONLINE ADS

To address challenges faced by certain communities in securing ad placements in community newspapers, we advocate for the transition to online ad bookings through the platforms of Winnipeg Free Press and Brandon Sun.

In the following tables are the respective views by city for each online portal.

Source: Google Analytics - August 2023 to January 2024 monthly average

Total Users: Total number of unique visitors who have logged an event.

Views: Number of web pages/app screens viewed by visitors to each site/app.

Brandon Sun Traffic by City

City	Total Users	Views
Winnipeg	19,883	59,226
Brandon	14,592	89,209
Winkler	1,343	3,570
Gimli	1,130	2,338
Virden	912	4,505
Neepawa	831	4,071
Steinbach	786	1,644
Portage la Prairie	777	2,440
Dauphin	612	1,481

HOW TO BOOK ADS

Step 1 (optional)

If you are not sure how many In-Kind Credits you have left, contact MMSM staff member at inkind@stewardshipmanitoba.org for lineage updates.

Example:

To: inkind@stewardshipmanitoba.org
Subject: In-Kind Credits for [Community Name]

Good afternoon,

I am just wondering how much of a credit the Municipality of _____ gets as a yearly credit for advertising. Which forms of advertising can we do for said credit? Do you have any templates?

Thanks,

HOW TO BOOK ADS

Step 2

Contact newspaper to schedule your advertisement and complete purchase order (newspapers will provide you with an Insertion Order)

Example:

To: Newspaper
Subject: Ad booking - In-Kind

Good morning,

As part of the In-Kind Advertising Program with MMSM, we would like to have the attached ad published in the March 2nd edition of the Newspaper.

From what I understand, an insertion order and the proof must be forwarded to MMSM for approval prior to the publication date. Please let me know if you need more information.

Thank you,

Attachments: [High quality Ad.pdf](#)

HOW TO BOOK ADS

Step 3

Email Insertion Order (IO) and ad artwork to inkind@stewardshipmanitoba.org and copy applicable newspapers

Note: Insertion orders and ads in camera-ready PDF must be received at least two weeks prior to insertion dates.

Step 4

MMSM will confirm approval by email and copy the community and applicable newspaper. If there are any problems with the ad or insertions, MMSM will contact the community directly.

Example:

To: inkind@stewardshipmanitoba.org

CC: Newspaper email

Subject: Insertion Order and ad for [community name]

Good morning,

I have attached the 10x30 No propane banner ad scheduled to run July 22, and the IO: Campaign: 8765 Line: 98765 (\$1,234.56).

Thanks,

Attachments: **High quality Ad.pdf**
Insertion Order.pdf

ADVERTISING TEMPLATES

We have created some ad templates for communities to use for their In-Kind advertising, in the absence of a communications or graphic design team.

Please contact MMSM at inkind@stewardshipmanitoba.org to customize any of these ads.

Don't forget to mention the name of the template and attach your community logo.

Quick Menu

[Digital Ad Template - Big box](#)

[Digital Ad Template - Leaderboard](#)

[Digital Ad Template - Tall box](#)

[Print Ad Template - Half page](#)

[Print Ad Template - Full page](#)

[Print Ad recycling guide - 10.25" x 11.42"](#)

[Print Ad recycling guide - 11" x 8.5"](#)

[Print Ad recycling guide - 10.25" x 11.42"](#)

[NEW Recyclepedia Print Ad template](#)

[NEW Recyclepedia Print Ad template](#)

[NEW Recyclepedia digital Ad template - Leaderboard](#)

[NEW Recyclepedia digital Ad template – Big Box](#)

[NEW Recyclepedia digital Ad template – Tall Box](#)

DIGITAL AD TEMPLATE BIG BOX

300 x 250 px

THE INDIVIDUAL
COMMUNITY LOGO
PLACEHOLDER

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

**CHECK IT
BEFORE YOU
CHUCK IT**



For a list of recyclables,
visit your communities website or the
RECYCLEPEDIA
SimplyRecycle.ca
Space provided through a partnership between industry and Manitoba municipalities to support waste diversion programs

MMSM
Multi-Material
Stewardship Manitoba
SimplyRecycle.ca

DIGITAL AD TEMPLATE BIG BOX

300 x 250 px

[Canva Template](#)



Sponsored by industry/community partnership

DIGITAL AD TEMPLATE LEADERBOARD

728 x 90 px



For a list of recyclables,
visit your communities website or the
RECYCLEPEDIA
Sponsored by industry/municipal partnership

**CHECK IT
BEFORE YOU
CHUCK IT**



DIGITAL AD TEMPLATE LEADERBOARD

728 x 90 px



[Canva Template](#)

DIGITAL AD TEMPLATE TALL BOX

300 x 600 px

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

AD SIZE
BIG BOX—300 X 600
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
125 X 75

Say Goodbye
to Guessing!

Download the
FREE app today!

RECYCLEPEDIA

SPONSORED BY
INDUSTRY/MUNICIPAL
PARTNERSHIP.

CHECK THE
RECYCLEPEDIA

The ad template features a blue recycling bin at the top right, overflowing with various items like pens, a bottle, and a can. Below the bin is a green horizontal bar. The main background is dark blue. The text is white and green. A smartphone is shown in the bottom right, displaying the app interface with a photo of the recycling bin and a green button that says 'CHECK THE RECYCLEPEDIA'.

DIGITAL AD TEMPLATE TALL BOX

300 x 600 px

[Canva Template](#)

**Keep Recycling,
Manitoba!**

.....

Know what goes where
with the **Recyclepedia App**

YOUR POCKET RECYCLING GUIDE

SimplyRecycle.ca

DOWNLOAD TODAY

Search an item

Featured Searches

Single-use Cups (Plastic)

Plastic 'Clean Shelf' Containers

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

Community logo
placeholder

Sponsored by industry/community partnership

PRINT AD TEMPLATE HALF PAGE

11.58" x 5.36"

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

RECYCLEPEDIA

SimplyRecycle.ca

Space provided through a partnership between
industry and Manitoba municipalities to support
waste diversion programs

THE INDIVIDUAL
COMMUNITY LOGO
PLACEHOLDER

**CHECK IT
BEFORE YOU
CHUCK IT**



MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

MMSM
Multi-Material
Stewardship Manitoba
SimplyRecycle.ca

PRINT AD TEMPLATE HALF PAGE

11.58" x 5.36"



The image shows a smartphone displaying the Recyclepedia app. The app interface includes a search bar with the text "Search an item", a refresh icon, and a "Featured Searches" section with two items: "Single-use Cups (Plastic)" and "Plastic 'Clam Shell' Container".

Keep Recycling, Manitoba!

Know what goes where with the **Recyclepedia App**

Your pocket recycling guide

Scan the QR code or go to [simplyrecycle.ca](https://www.simplyrecycle.ca)



MMSM
Multi-Material Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

COMMUNITY LOGO PLACEHOLDER

Space provided through a partnership between industry and Manitoba municipalities to support waste diversion programs

PRINT AD TEMPLATE FULL PAGE

11.58" x 10.71"

THE INDIVIDUAL
COMMUNITY LOGO
PLACEHOLDER

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

**CHECK IT
BEFORE YOU
CHUCK IT**



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

Space provided through a partnership between industry and Manitoba municipalities to support waste diversion programs

MMSM
Multi-Material
Stewardship Manitoba
SimplyRecycle.ca

PRINT AD TEMPLATE FULL PAGE

11.58" x 10.71"

Keep Recycling, Manitoba!
**Know what goes where
with the Recyclepedia App**
Your pocket recycling guide

Scan the QR code or
go to simplyrecycle.ca

COMMUNITY LOGO
PLACEHOLDER

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

The graphic shows a smartphone displaying the Recyclepedia app interface. The app has a search bar at the top with the text "Search an item" and a magnifying glass icon. Below the search bar, it says "OR" and "Featured Searches". There are four circular icons representing different items: "Single-use Cups (Plastic)", "Plastic 'Clam Shell' Container", "Milk Cartons", and another category. The background of the ad is a light grey textured wall.

PRINT AD RECYCLING GUIDE

10.25" x 11.42"



ACCEPTED MATERIALS

- Aluminum food and beverage containers** (e.g., soft drink cans, tuna cans, cookie tin containers)
- Cardboard and boxboard** (e.g., cardboard boxes, cereal boxes, paper towel roll)
- Cartons** (e.g., milk cartons, soup cartons, juice boxes)
- Glass bottles and jars** (e.g., salsa jars, wine bottles, olive oil bottles)
- Plastic packaging #1-7** (e.g., water bottles, laundry detergent bottles, margarine tubs, shampoo bottles)
- Printed paper** (e.g., newspaper, magazines, flyers)
- Steel food and beverage containers** (e.g., soup cans, sauce cans, pet food cans)

UNACCEPTED MATERIALS

Please do not place any of these items in your blue cart or blue bin

- Aluminum foil, pie plates, and trays**
- Black plastics**
- Ceramics and crystal**
- Foam packaging**
- Food waste**
- Paper towels, napkins, and facial tissue**
- Plastic cutlery**
- Paper take-out beverage cups** (e.g., coffee cups and paper soft drink cups)

RECYCLING TIPS

- ✓ Save space in your recycling by flattening boxes. If your boxes are too large to fit inside your recycling, break them down into smaller pieces.
- ✓ Toss your recyclables into the bin loosely. Don't stuff containers inside one another. This allows them to be sorted easily at the Material Recovery Facility.
- ✓ Ensure your containers and bottles are clean and empty. A quick rinse is always appreciated to get rid of any lingering smells or food residue.
- ✓ Leave lids and labels on your food and beverage containers.
- ✓ Don't put anything in your blue bin that your community doesn't accept. Check the Recyclepedia at SimplyRecycle.ca or download the FREE app!

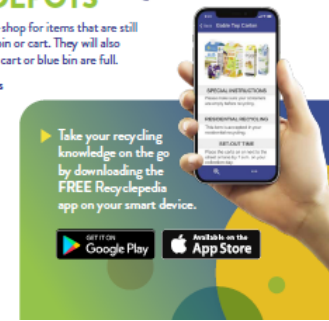
Space provided through a partnership between industry and Manitoba communities to support waste diversion programs

4R WINNIPEG DEPOTS

The 4R Winnipeg Depots are a one-stop-shop for items that are still recyclable, but not in your curbside blue bin or cart. They will also accept household recyclables if your blue cart or blue bin are full.

- They will accept:
- Batteries
 - Bicycles
 - Ceramics
 - Electronic waste
 - Household Hazardous Waste
 - Large appliances
 - Large plastics
 - Scrap metal
 - Tires
 - Used oil
 - Wood
 - Yard waste


RECYCLEPEDIA



Take your recycling knowledge on the go by downloading the FREE Recyclepedia app on your smart device.

PRINT AD RECYCLING GUIDE


11" x 8.5"



PLASTIC RECYCLING MADE EASY!

Did you know that the number in the middle of the Mobius Loop is telling you what type of plastic it's made of, not that it's accepted in your recycling program?

Use this handy plastic recycling decoder when deciding what goes where with your plastics.



MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

RECYCLABLE	RECYCLABLE THROUGH SOME RECYCLING DEPOTS	NOT RECYCLABLE	OTHER #7
<p>PET #1</p> <ul style="list-style-type: none"> ✓ Mouthwash bottles ✓ Peanut butter jars ✓ Salad dressing bottles ✓ Vegetable oil containers ✓ Water / soda bottles  <p>Recycled into: Bottles and food containers, carpet, fiber, furniture, polar fleece, and tote bags.</p>	<p>PVC #3</p> <ul style="list-style-type: none"> ✓ Children's toys ✓ Plastic pipes ✓ Lawn chairs ✓ Siding  <p>Recycled into: Decks, pipes, mudflaps, flooring, cables, speed bumps, and mats.</p>	<p>PS #6</p> <ul style="list-style-type: none"> ✗ Disposable plates ✗ Foam packaging ✗ Foam take out containers ✗ Foam egg cartons ✗ Plastic cutlery  <p>PS #6 plastics are difficult to recycle with a limited end market.</p> <p>There are a few exceptions including some yogurt cups and open plastic cups. It's important to check with your community to see if these are accepted in your program.</p>	<p>A wide variety of plastic resins that don't fit into the previous categories are lumped into this one.</p> <p>Sometimes these materials can be recycled in your blue bin, while others need to be taken to a depot.</p> <ul style="list-style-type: none"> ✓ Water jugs ✓ Certain food containers ✓ Safety glasses ✓ Laundry baskets ✓ Broken blue bins  <p>Recycled into: Car parts, plastic lumber, and custom-made products.</p>
<p>HDPE #2 (CLEAR AND COLOURED)</p> <ul style="list-style-type: none"> ✓ Detergent and household cleaning bottles ✓ Milk jugs ✓ Shampoo bottles ✓ Cosmetic containers  <p>Recycled into: Benches, floor tile, laundry detergent bottles, lumber, oil bottles, recycling containers, picnic tables, and shampoo bottles.</p>	<p>LDPE #4</p> <ul style="list-style-type: none"> ✓ Frozen food bags ✓ Plastic film and flexible plastics ✓ Plastic bags ✓ Shrink wrap ✓ Toothpaste tubes  <p>Recycled into: Plastic bags, trash can liners and cans, and shipping envelopes.</p> <p>Check for return to retailer programs or with your local recycling depot to see what they will accept.</p>	<p>EXCEPTIONS TO THE RULES</p> <p>Most plastic packaging is accepted for recycling except for plastic film, black plastics, or anything with a foam texture. The general rule is that if an item is packaging (not a product) and contains one type of plastic, it can be recycled. Always confirm with your community or check the Recyclepedia to be sure.</p> 	

PRINT AD RECYCLING GUIDE

10.25" x 11.42"

Space provided through a partnership between industry and Manitoba communities to support waste diversion programs

Manitoba Summer Recycling Guide

Nothing beats summer in Manitoba. With so many different things to do, it's important to keep the environment top of mind to continue to enjoy our province for years to come. Here's some common summer items that can be recycled, and what to do with the rest.

MMSM
Multi-Material Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

RECYCLEPEDIA

Unsure of what other items can be recycled? Always confirm with your community or check the Recyclepedia to be sure. You can find the Recyclepedia on our website or download the free app!

ACCEPTED IN YOUR BLUE CART OR BIN

- All types of beverage containers (i.e., water bottles, juice boxes, aluminum cans)
- Plastics #1-5 and #7, with some exceptions: no black plastics, foam packaging, or plastic film
- Paper and cardboard
- Plastic cups (i.e., clear take-out drink cups, red drink cups)
- Sauce and condiment bottles (i.e., ketchup bottles, salad dressing bottles, plastic jars)
- Glass jars
- Aluminum and steel containers

ACCEPTED THROUGH RECYCLING DEPOTS

- Air conditioners
- Barbeques
- Batteries
- Bicycles
- Household hazardous waste (i.e., pool chemicals, propane tanks, paint, gasoline)
- Large plastics (i.e., plastic patio furniture, beach toys, non-black plant pots)
- Textiles (i.e., beach towels, clothing, bedding)
- Yard waste (i.e., grass clippings, weeds, leaves, flowers)

NOT ACCEPTED

- Aluminum foil and pie plates
- Foam packaging (i.e., styrofoam takeout containers)
- Food waste
- Inflatable pool floaties
- Plastic cutlery and dishes
- Paper drink cups
- Paper towels and napkins
- Soiled paper take-out containers
- Straws, both paper and plastic

WILDLIFE-SAFE RECYCLING

Take extra steps to keep animals safe and out of your recycling.

- Ensure your food and drink containers are empty. A quick rinse is always appreciated.
- Leave the lids on containers and jars to keep small animals from getting inside.
- Cut up plastic rings before disposing of them.
- Wait until your garbage and recycling is full before taking it outside or keep it in a place where animals can't get to, such as a garage or shed. Lingering smells and food waste can attract unwanted animals.

NEW RECYCLEPEDIA PRINT AD TEMPLATE

4.625" x 3.5"



SimplyRecycle.ca

AD SIZE
1/4 PAGE AD—7" x 4.75"
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
(2" x 1.25")



Say Goodbye to Guessing!

Discover what's accepted in your community's recycling program by visiting the **Recyclepedia** on SimplyRecycle.ca or by downloading the **FREE** app.



SPACE PROVIDED THROUGH A PARTNERSHIP
BETWEEN INDUSTRY AND MANITOBA MUNICIPALITIES
TO SUPPORT WASTE DIVERSION PROGRAMS.



NEW RECYCLEPEDIA PRINT AD TEMPLATE

7" x 4.75"



AD SIZE
1/4 PAGE AD—7" x 4.75"
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
(2" x 1.25")



Say Goodbye to Guessing!

Discover what's accepted in your community's recycling program by visiting the **Recyclepedia** on SimplyRecycle.ca or by downloading the **FREE** app.

[Download on the App Store](#) [GET IT ON Google Play](#)

SPACE PROVIDED THROUGH A PARTNERSHIP BETWEEN INDUSTRY AND MANITOBA MUNICIPALITIES TO SUPPORT WASTE DIVERSION PROGRAMS.



NEW RECYCLEPEDIA DIGITAL AD TEMPLATE - LEADERBOARD

728 x 90 px



AD SIZE
LEADERBOARD—728 x 90
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
100 x 74

A digital ad template for the Recyclepedia app. The background is a solid blue color. On the left, the text "Say Goodbye to Guessing!" is written in a large, white, sans-serif font. Below it, "Download the FREE app today!" is written in a smaller white font. To the right of this text is a white icon of a hand holding a smartphone, with the word "RECYCLEPEDIA" in white capital letters next to it. Below the main text, it says "SPONSORED BY INDUSTRY/MUNICIPAL PARTNERSHIP." in small white capital letters. On the right side of the ad, there is a photograph of a hand holding a smartphone. The phone screen shows a recycling bin and the text "CHECK THE RECYCLEPEDIA" in green and white.



NEW RECYCLEPEDIA DIGITAL AD TEMPLATE – BIG BOX

300 x 250px



AD SIZE
BIG BOX – 300 X 250
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
90 x 56

A hand holding a smartphone. The screen shows the Recyclepedia app interface, which includes a photo of a recycling bin and the text 'CHECK THE RECYCLEPEDIA'. The background of the ad is a solid blue color.

Say Goodbye
to Guessing!

Download the FREE app today!

 RECYCLEPEDIA

SPONSORED BY
INDUSTRY/MUNICIPAL
PARTNERSHIP.



NEW RECYCLEPEDIA DIGITAL AD TEMPLATE – TALL BOX

300 x 600px

MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
SimplyRecycle.ca

AD SIZE
BIG BOX – 300 X 600
INDIVIDUAL COMMUNITY
LOGO PLACEHOLDER
125 X 75

Say Goodbye
to Guessing!

Download the
FREE app today!

 **RECYCLEPEDIA**

SPONSORED BY
INDUSTRY/MUNICIPAL
PARTNERSHIP.

CHECK THE
RECYCLEPEDIA

The ad template features a blue recycling bin filled with various items at the top. Below it is a blue background with white text and a smartphone displaying the app interface. The smartphone screen shows a recycling bin and the text 'CHECK THE RECYCLEPEDIA'. The overall design is clean and professional, with a focus on recycling and digital technology.

Thank you!

If you have any questions,
please reach out.