

Resource Productivity and Recovery Authority InKind Guidelines

2021

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Background

Since November 4, 2005, the Blue Box Program Plan as amended and approved by the Minister of the Environment has allowed members of the Canadian Newspaper Association (CNA) and the Ontario Community Newspapers Association (OCNA) to contribute newspaper linage to municipalities in lieu of cash funding to satisfy their obligations under the Waste Diversion Act, 2002, now under the Waste Diversion Transition Act, 2016.

Each year, the amount of linage contributed by CNA/OCNA is determined by the financial obligation of CNA/OCNA stewards under the Blue Box Program Plan and is allocated to municipalities based on the value of each municipality's cash funding in the program year.

The data and underlying assumptions used by Stewardship Ontario to determine the financial obligation of CNA/OCNA stewards, under the Blue Box Program Plan, will be shared with the Municipal Industry Programs Committee (MIPC) InKind subcommittee.

In accordance with the Blue Box Program Plan, the overall responsibility for the CNA/OCNA program and the allocation of the CNA/OCNA space rests with the Resource Productivity and Recovery Authority (RPRA). As such, this document has been developed by RPRA in consultation with Stewardship Ontario (SO), the Association of Municipalities of Ontario (AMO), the City of Toronto, and representatives from CNA/OCNA.

Any decision or further revisions related to this document are at the discretion of RPRA. Adherence to this document is required to satisfy CNA and OCNA's obligations under the Waste Diversion Transition Act, 2016.

Roles and Responsibilities under the Municipal InKind Advertising Program

CNA/their members, OCNA/their members, RPRA, and municipalities all play important roles to ensure the effectiveness of this program.

- **CNA and OCNA** determine the linage contribution from each member newspaper based on published Canadian Advertising Rates & Data (CARD) rates to meet member steward obligations under the Blue Box Program Plan. CNA and OCNA members run the municipalities' advertisements in their newspapers and/or on their websites.
- **CNA and OCNA members** respect and honour the bookings made by RPRA on behalf of Ontario municipalities and treat the municipalities the same as their cash paying advertisers (e.g., booking times need to be honoured).¹
- **RPRA** works with CNA/OCNA to determine the linage allocated to each municipality. At the beginning of each year², RPRA notifies municipalities about the upcoming year's program, and provides information on the linage allocated to each municipality for that year and the guidelines for program operation. RPRA facilitates and coordinates placement of advertisements, and tracks linage used and linage remaining. RPRA is responsible for communication with the parties related to the InKind program.
- **Municipalities** develop advertisements to meet the required content as per the Blue Box Program Plan to use their allocated amount of linage.

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

² This could be interim amounts.

- **Municipalities** may contact newspapers directly to provide advertisements and schedule ad bookings. If municipalities choose to work directly with their local newspapers, they must still send a copy of both the insertion order and associated ads to RPRA for approval prior to publication at inkind@rpra.ca. This ensures RPRA will have up-to-date information on the lineage booked through the Municipal InKind Advertising Program. Any ads booked through newspapers where insertion orders have not been provided to RPRA will **not** be eligible for placement through the Municipal InKind program.
- **Newspapers** are encouraged to contact municipalities to assist with developing an advertising schedule for the program year.

Municipal Eligibility under the Municipal InKind Advertising Program

- To be eligible for lineage, the municipality must have provided Blue Box services two years prior to the InKind year (e.g., a municipality must have provided Blue Box services in 2018 to participate in the 2021 InKind Program) and reported tonnes, costs and revenues associated with these services in the applicable Datacall.
- The municipality must submit the ad and an insertion order to RPRA or directly to the newspapers with a copy to RPRA, as mentioned above, with preferred placement dates that fall before the established deadline for the program year (March 31st of the year following the obligation year). For ads booked through RPRA, RPRA will make the arrangements with OCNA and/or CNA-member newspapers.
- Advertisements placed jointly by municipalities are eligible. Neighbouring municipalities 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, RPRA must receive written confirmation each year from all participating municipalities that they agree to share lineage.
- Advertisements can be used for the promotion and education of municipal waste diversion programs or services.
- 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 Premiers of Ontario or staff, Members of Provincial Parliament, Ministry officials or staff, RPRA 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 RPRA 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 Ontario municipalities to support waste diversion programs." The font must be of sufficient size to be legible and proportional to the ad size.
- Each online advertisement must include the following tagline: "Sponsored by industry/municipal partnership". The font must be of sufficient size to be legible and proportional to the ad size.

Development of Advertisements

- The InKind 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 municipality'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 to develop advertisements to presentation stage is at the municipality's expense. Please advise your graphic department and agency/service providers of the submission requirements and submission deadlines.
- Linage over and above the lineage allocated under the Municipal InKind Advertising Program is at the municipality's expense and must be arranged privately between the municipality and the CNA/OCNA.
- A municipality may choose to run advertisements in colour through the use of additional lines to cover the cost. The additional lineage required at each newspaper to book colour advertisements is available in the InKind Linage spreadsheet posted on the RPRA website. If insufficient lineage is remaining to cover the cost of colour, the municipality may cover the addition of colour at their own expense, directly with the newspaper.
- Translation of advertising text is at the municipality's expense. Contact RPRA to arrange for direct communication with the newspaper.

Frequency and Timing of Advertisements

- CNA and OCNA member newspapers will publish advertisements on the date requested by the municipality, subject to availability of space.
- To avoid increased competition for advertising space and consumer attention during the holiday season (late November to early January) RPRA suggests that municipalities book advertisements well in advance.
- To maximize the use of InKind lineage, RPRA suggest that municipalities provide a schedule of requested ad placements covering three to four months of planned advertising. Municipalities are also encouraged to meet with their local newspaper representative to develop an advertising plan/campaign.

Sources of Additional Information

- More information about the Municipal InKind Advertising Program can be found on RPRA's [website](#), or by contacting inkind@rpra.ca.

Frequently Asked Questions

1. Can our municipality receive the CNA/OCNA contribution in cash or a credit instead of newspaper linage?

The Municipal InKind Advertising Program allows municipalities to book advertisements with their local newspapers. Compensation is through linage only.

2. When will the 2021 linage be finalized?

Once RPRA determines the total annual steward obligation, CNA/OCNA will calculate the final 2021 linage allocations. RPRA will share the 2021 linage allocations as soon as they are available, on the website and through email to municipal InKind contacts.

3. What is interim linage?

Should there be a delay in determining the total annual steward obligation; RPRA will publish interim linage amounts based partially on prior year inputs and SO's allocation of CNA/OCNA linage member's obligation.

4. Who is the RPRA contact for the program?

The contact person for the Municipal InKind Advertising Program can be reached at inkind@rpra.ca or 416-226-5113.

5. Which newspapers participate in the program?

Newspapers whose publishers are members of the CNA and the OCNA participate in the program. To find out if your local newspaper is a CNA or OCNA member, please check the newspaper contact list posted on the [website](#), or reach out to RPRA.

6. Can I receive newspaper linage from newspapers that are not members of CNA/OCNA?

No. Municipal programs only receive InKind newspaper linage from publishers that are members of CNA/OCNA.

7. Can my municipality 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 Blue Box Program Plan in newspaper linage.

8. May we contact newspapers directly to place ads?

Yes. Municipalities may contact newspapers directly to book InKind Program advertisements. Newspaper contact information is posted on the RPRA [website](#). If a municipality chooses to book ads directly, they must still send a copy of both the insertion order and associated ads to RPRA (inkind@rpra.ca) for approval prior to publication. This ensures RPRA will have up-to-date information on the linage booked through the Municipal InKind Advertising Program.

For advertising in **CNA papers**, the municipality must provide the ad in Portable Document Format (PDF) to RPRA (inkind@rpra.ca) at least one week prior to the requested date of publication.

For advertising in **OCNA papers**, the municipality must provide the ad in PDF to OCNA (ads@ocna.org) with a copy to RPRA (inkind@RPRA.ca) at least two weeks prior to the requested date of publication.

9. How could our municipality pool our lineage with other municipalities? Why is this a good idea?

RPRA recommends that you contact your counterparts in neighbouring municipalities 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 municipal programs. This coordinated approach to pool advertising lineage allows recurring exposure to a consistent advertising image and message. RPRA must receive written confirmation in advance from all municipalities involved.

10. Can the advertisements be faxed to RPRA 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@rpra.ca.

11. Is the value of the AMO annual insert (one-page flyer) deducted from the InKind contribution before lineage is allocated to municipal programs?

No. The annual insert provided by to AMO for municipal programs is in addition to lineage allocations.

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

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

13. May I place colour advertisements?

Yes. If the newspaper publishes in colour, municipalities may use colour lineage equivalents to run colour advertisements. If the municipality does not have enough InKind lineage to run the advertisement in colour, they may make arrangements with the newspaper to pay for colour at the municipality's expense.

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

No. The InKind Program provides only newspaper lineage for advertisements, plus one free annual AMO insert.

15. What is the deadline for insertion orders for the 2021 Municipal InKind Advertising Program?

The municipality must provide one insertion order for each newspaper detailing advertisement size and preferred publication date(s) to RPRA at least two weeks prior to the insertion date. The deadline for the 2021 program is March 31, 2022.

16. How and to whom do I submit insertion orders?

Insertion orders should always be submitted via email to inkind@rpra.ca, regardless of whether ads are booked through RPRA or directly through the newspaper.

17. What may the newspaper advertisements be used to promote?

Advertisements must be used for the promotion and public education of municipal waste diversion programs or services to be eligible for InKind funding. Examples of programs include, but are not limited to, Blue Box, Waste Electrical and Electronic Equipment (WEEE), Used Tires, and Municipal Hazardous or Special Waste (MHSW) programs.

18. Do I need to reference the Municipal InKind Advertising Program in my ads?

To ensure InKind lineage is applied and municipalities are not billed for the advertisements, each ad must include the following tagline: “Space provided through a partnership between industry and Ontario municipalities to support waste diversion programs.” For online ads, the tagline “sponsored by industry/municipal partnership” must be included. The font must be of sufficient size to be legible and proportional to the ad size.

19. What if my program doesn't receive enough lineage for even one advertisement?

Where the lineage allocated to a municipal program is less than the value of a ¼ page ad, OCNA tops off the lineage so that each program receives, at a minimum, a ¼-page ad. This does not apply to CNA newspapers, as these papers typically publish in larger municipalities that receive sufficient funding for a full ¼-page advertisement or more.

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

Please notify inkind@rpra.ca to update the contact.

How to Book Ads

Step 1 Check RPRA website for lineage updates.

Step 2 Complete insertion order (available [here](#)).

Step 3 Email schedule/insertion order and ad artwork to inkind@rpra.ca, and to applicable newspapers if you choose to work directly with the newspapers.

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

Step 4 RPRA will confirm approval by email and copy the municipality on the booking to the CNA/OCNA newspaper, or where the municipality has booked directly with the newspaper, by replying to the municipality with a copy to the newspaper. If there are any problems with the ad or insertions, RPRA will contact the municipality directly.

RPRA updates the InKind lineage information and places it on the website regularly. Please refer to the website for the most up-to-date information.