

2021-22

Registered Municipal Collection Sites Advertising Grant Application

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2021-22 Registered Municipal Collection Sites Advertising Grant Application

Alberta Recycling is pleased to release the 2021-22 grant application for the advertising of registered municipal tire, electronics, paint and used oil collection sites (collectively known as collection sites).

Municipalities are a key partner in these recycling programs. Over 150 registered municipalities throughout the province manage a network of more than 430 sites, providing convenience and accessibility to Albertans who in turn have responded by bringing in millions of end-of-life computers, TVs, leftover paint and containers, and tires.

Alberta Recycling is offering funding assistance to advertise tire, electronics, paint and used oil collection sites that are open on a year-round basis to help raise residents' awareness of their local recycling opportunities. Funding is available on a "matching" basis with applicant contributions being matched to the maximum approved amount based on the population served.

Please note that the funding will be awarded on a first-come, first-serve basis, as there is a fixed budget for this grant. Also, the advertising must be applied during the fiscal year (April 1, 2021 – March 31, 2022), with the claims for reimbursement submitted no later than March 15, 2022.

In the following pages you will find details on how the Grant works, the amount of funding available to your municipality, template samples created specifically to advertise the Program materials collected at the sites, and instructions on how to use them, and the application form.

If at any time you have questions about this opportunity please contact our Program Administrator (Collection Sites) at Collection.Sites@albertarecycling.ca or at 1-888-999-8762.

Thank you.



Brad Schultz
Director of Operations

Section 'A': ELIGIBLE APPLICANTS AND FUNDING DETAILS

1. ELIGIBLE APPLICANTS – WHO CAN APPLY?

Registered municipal collection sites for tire, electronics, paint and used oil Recycling Programs (collectively known as municipalities) which includes:

- a) cities, towns, villages, municipal districts, special areas, hamlets, summer villages or towns under the Parks Act,
- b) regional waste authorities and commissions,
- c) Indigenous communities within the Province of Alberta,

2. OVERVIEW OF GRANT PROGRAM FUNDING (FUNDING)

- a) Funding is available on a “matching” basis to a maximum reimbursement identified in the following table.

Population served Population is based on the current statistics from the Municipal Affairs website: http://www.municipalaffairs.alberta.ca/mc_municipal_profiles	Maximum Annual Funding Available on a Matching Basis*
Small: up to 5,000	\$2,000
Medium: 5,001 to 10,000	\$5,000
Intermediate: 10,001 to 25,000	\$7,500
Large: 25,001 to 100,000	\$10,000
Metro Urban: over 100,000 (Edmonton and Calgary)	\$25,000

* For example, if your site qualifies in the small category, and your advertising expenditure totals \$4,000, you can claim the maximum of \$2,000. If, however your advertising expenditure totals \$2,000, you are eligible to claim \$1,000 and so on.

- b) Funding will be awarded on a first-come, first-serve basis, as there is a fixed budget for this grant.
 - i) A communications bulletin will be sent to all registered collectors, informing you if the budget is expended prior to the end of the 2021-22 fiscal year.
- c) Submit a detailed advertising plan describing the proposed types of advertizing, ad sizes and color, number of ads, suggested run dates, etc.
- d) For the application, a quote (or quotes depending on the scope of your advertising) is required from your selected vendors for the advertising option(s) you have chosen.

3. ELIGIBLE ADVERTISING OPTIONS

- a) Advertising templates created by Alberta Recycling will be provided, upon approval of your application, in PDF and eps file formats for various presentations including:
 - i) newspapers, flyers, posters, doorknob hangers, inserts in utility bills
 - ii) signs for bus stops, billboards, banners
 - iii) digital marketing
- b) If you choose to design your own ad instead of using the template, the funding is adapted as follows (approval of the redesigned ad material is required prior to implementation):

- i) 100% of the matching funding if the content is predominantly the same as Alberta Recycling's advertising template (including our logo) but the design is different.
 - ii) 50% of the matching funding if the collection site information (including our logo) is 'blended' in with other messaging e.g. also accepting yard waste, cardboard, glass, plastic.
 - iii) Alberta Recycling's logo must be included in all ad material
- c) Radio 'Donut'
- i) A pre-recorded message is available that includes a blank spot to insert your site location details.
 - ii) Funding for this item includes the cost of inserting your site details and purchasing airtime.
- d) If you have any other promotional ideas not covered herein, please contact us to review your options prior to implementation.

4. ELIGIBLE ADVERTISING EXPENSES

- ✓ Professional formatting of ad for print applications, signage, and digital applications etc. if you do not have the requisite software to do this in-house
- ✓ Purchase of ad space
- ✓ Printing of flyers, posters etc.
- ✓ Radio donut
- ✓ 'Other' as pre-approved by Alberta Recycling

5. INELIGIBLE ADVERTISING EXPENSES

- ✗ Ads that do not reference any of the program materials (tires, electronics, paint, and used oil) collected at the site
- ✗ Ads that do not include Alberta Recycling's logo
- ✗ Roundup advertising (available under a separate Grant program)
- ✗ Expenses prior to application approval

Section 'B': ADVERTISING TEMPLATE GUIDE AND SPECIFICATIONS

Once the Grant Application is approved, we will forward the Advertising Templates and Guide.

HOW TO USE THE Recycle Year-round! ADVERTISING TEMPLATES

PRINT

4 sizes are provided which can be used as posters, flyers or print advertisements.

The artwork can both be scaled up or down in size to better match the space provided by your publication.

The artwork is vectorized so you won't lose resolution when adjusting the size. Just be mindful of maintaining the same proportions as the original and ensure the fonts are legible when printed.

Within the printable PDFs there's an **EDITABLE LIVE AREA** below the last line:

PLEASE BRING YOUR RECYCLABLE ITEMS TO:

Include your collection site details and logo in the bottom left or right corner.

Ensure the PDFs are saved to your computer before editing. **DO NOT** try editing within your web browser. **ADOBE ACROBAT** is recommended for editing but other PDF editors may work (such as Apple's PREVIEW).

Once you've edited and saved your changes, the file can be provided to a professional printing company or in-office printer.

Full Page 8.5\"w x 11\"h

Tablet 11\"w x 17\"h

Half Page 5.5\"w x 8.5\"h

2-up Half Page 8.5\"w x 11\"h (Cut page in half)

For questions about the templates, please contact Alberta Recycling: 1-888-999-8762 (toll free) albertarecycling.ca

HOW TO USE THE Recycle Year-round! ADVERTISING TEMPLATES

ONLINE

3 standard sizes of online ads are available. Provide these materials to the company placing your media, noting the URL you'd like to direct the ads to.

All ads are sized to the standardized web specifications set by most digital publications.

GIFs @ 540KB
No more than 3 rotations
Max 30s
Big Box 300x250
Leaderboard 728x90
Skyscraper 300x600

JPGS @ 540KB
Big Box 300x250
Leaderboard 728x90
Skyscraper 300x600

Big Box

Skyscraper

Leaderboard

For questions about the templates, please contact Alberta Recycling: 1-888-999-8762 (toll free) albertarecycling.ca

HOW TO USE THE Recycle Year-round! ADVERTISING TEMPLATES

SOCIAL

1 square sized social image post is provided in various formats.

JPG (Static)
GIF (Animated)
MP4 (Original Video Source)

Similar to the digital ad, include the appropriate post-copy to pair alongside the social media artwork.

YOUR COMPANY'S SOCIAL MEDIA CHANNEL
June 11 at 7:08 AM · 42

Recycle Year-round
Include details about, such as what products are being accepted at the drop-off location, include a URL, or contact information for more details. Consider adding hashtags to boost your reach with #RecyclingResponsibly #Reclaim
www.YourURL.com

Recycle Year-round!
ELECTRONICS PAINT TIRES USED OIL MATERIALS

Alberta recycling
MANAGEMENT AUTHORITY

You

For questions about the templates, please contact Alberta Recycling: 1-888-999-8762 (toll free) albertarecycling.ca

QUICK BRAND GUIDE

All logos are provided in Vector (.EPS) and Rasterized (.JPG or Transparent .PNG) in colour (Pantone, CMYK, RGB) black and reversed.

PRIMARY LOGO

SECONDARY LOGO WITHOUT TAGLINE

For sizes where Management Authority is too small to be legible.

MINIMUM SIZES

With Tagline 1.25\"/>

HORIZONTAL LOGO WITH ICONS

Minimum Size 2.75\"/>

VERTICAL LOGO WITH ICONS

Minimum Size 2.0\"/>

PRIMARY COLOURS

ELECTRONICS Pantone 7717C CMYK 100 0 54 20 RGB 0 145 127 HTML 008a7f	PAINT Pantone 7676C CMYK 61 68 5 0 RGB 120 100 165 #786445
TIRES Pantone 7523 C CMYK 100 81 67 5 RGB 193 80 80 #c15050	USED OIL Pantone 104 C CMYK 21 2 93 11 RGB 188 169 51 #bc9233

TYPOGRAPHY

PRIMARY TYPEFACE
MYRIAD PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~
-@!~*~<~>~

Myriad Pro has several weights that are used for different applications and copy such as headlines, sub-headings and body. Myriad is not a free font and can be purchased [here](#).

SECONDARY TYPEFACE
ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~
-@!~*~<~>~

Arial is a standard system font for both Windows and Mac OS.

For questions about the brand elements, please contact Alberta Recycling: 1-888-999-8762 (toll free) albertarecycling.ca

Section “C” continued - Template Examples

1. The advertising artwork will have separate templates to individually advertise electronics, paint, tires and used oil materials available in a variety of sizes for print and digital advertising.



2. Example of a ‘blended’ ad

Eligible for 50% funding – the ad blends the program information with other materials accepted at the collection site e.g. cardboard, yard waste, and agricultural plastics.

ECO STATION RECYCLING & DISPOSAL SERVICES

ECO Station offers drop-off, recycling and safe disposal for a wide range of products from local residents and businesses. The ECO Station is easy to use. Check in with the attendant at the gatehouse and follow the directions for **FREE** disposal of your materials. Please note that limits may apply.

Hours of Operation
Mon., Tue., Fri. & Sat.
8 a.m. - 5 p.m.
Wed. & Thur.
9 a.m. - 6 p.m.
Sun. - CLOSED

<p>BLUE BAG RECYCLABLES Aluminum & tin cans Flattened cardboard & paper products Rigid plastic containers</p> <p>CLEAR, CLEAN GLASS</p> <p>CLOTHING DONATION BOXES – now open</p> <p>COMPOST & MILK PICKUP – bring your own shovel & pail</p>	<p>HOUSEHOLD HAZARDOUS WASTE Car & other batteries Fluorescent bulbs & tubes Paint, aerosole & used glycol</p> <p>ORGANICS All food scraps Kitchen waste Shredded paper Used cooking oil</p> <p>PROPRANE TANKS up to 20 lbs.</p> <p>SCRAP METAL Used oil & filters – containers will not be returned Rebar</p> <p>TIRES sized 9” - 20” WASTE – first bag free, additional bags \$2 each All soft, single-use containers & plastic bags All wipes & disposable diapers Aluminum foil & pie plates Coloured glass Styrofoam & plastic clamshells</p>	<p>E-WASTE Computers & components Radioes & TVs</p> <p>NEW! Expanded list of residential electronics now accepted: Musical instruments Power tools Electronic toys Small home appliances Phones, cell phones & wireless devices Small solar panels & solar garden lights Video game equipment</p>
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Your logo

Yes, MD residents can recycle too!

We recycle:

Electronics

Paint

Tires

Agricultural Plastics

Paper and Cardboard

And much more...

Where? At 1 of the 7 Waste Transfer Stations/Landfills across the MD.

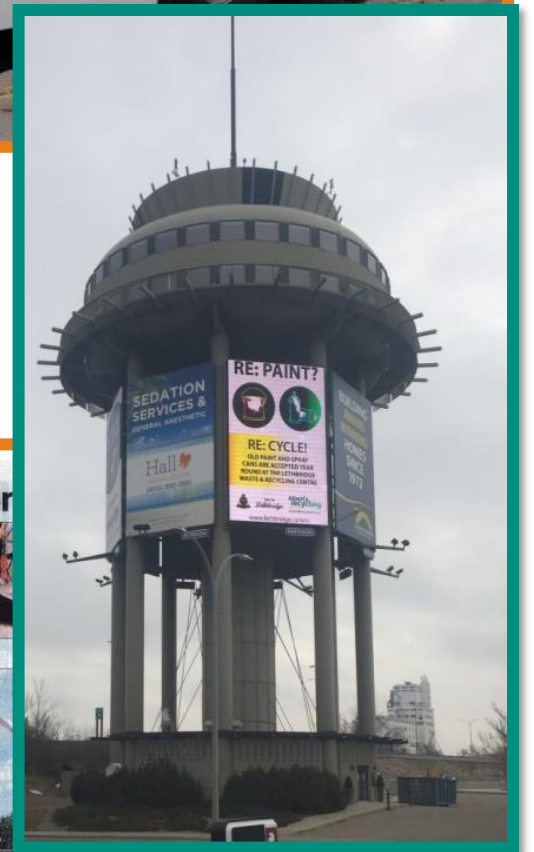
Your contact information

Your logo

3. Radio Advertising Donut - sample script

They’re in our basements, in our garages, Stuffed in storage rooms...and worse. Some are even being tossed in the garbage. In Alberta, old tires, paint, electronics and used oil are being shoved to the side instead of being recycled. It’s time they were put in their place. ((spot for municipality to fill in - i.e. “In ((community name)), you can bring your leftover paint, empty paint cans and spray paint cans, computer equipment, TVs, tires, and used oil to...” Call ((number)) for more information Keep up the good work Alberta.

Samples of Collection Site Advertising in action



Section 'C': ADVERTISING GRANT APPLICATION

REGISTERED MUNICIPALITY INFORMATION

Municipality Name:		Phone Number:	
Mailing Address:		City:	Postal Code:
Contact Name:	Title:	Email:	

IDENTIFY WHICH SITES WILL BE ADVERTISED

Collection Site Name (add summary sheet if needed)	Program Materials Received at the Registered Collection Site			
	Tires	Electronics	Paint	Used Oil

ADVERTISING PLAN INFORMATION

Provide details for the proposed advertising including run dates, time frames, advertising options (e.g. print, online ads, posters, flyers, signage, etc.) that you will be using.

Advertising Timeframe: (number of ads or weeks running)	Invoicing Company & Advertising Type: Attach quote(s)	Advertising Rate	Quote Amount (excluding GST)	Matching Funding (50% of Quote)
EXAMPLE - Enviro Week (3 weeks)	i.e. ABC Newspaper – ¼ page ad	i.e. \$100/week	i.e. \$300.00	i.e. \$150

I have read and understand the 2021-22 grant application requirements for the advertising of registered municipal collection sites. I certify that I will ensure all advertising requirements will be met. I understand the information I provide to Alberta Recycling is subject to review and audit.

Signature: _____ Date: _____

Name: _____ Title: _____

---- Submit application 30 days in advance to suggested advertising dates --

Email completed Application form to Collection.Sites@albertarecycling.ca

FOR OFFICE USE			
Applicant Population Rate	Maximum Funding Level	Approval Package Provided	Date Approved

Section 'D': FUNDING REQUEST FORM - REIMBURSEMENT OF EXPENSES (PART 1 OF 2)

Complete and submit the Funding Request Form Parts 1 and 2 within 60 days of receiving the actual invoices and include copies of the advertising material and photos of the signs, etc. in place.

REGISTERED COLLECTOR INFORMATION			
Municipality Name:		Phone Number:	
Mailing Address:		City:	Postal Code:
Contact Name:	Title:	Email:	
ADVERTISING EXPENSES			
Advertising Timeframe: (number of ads or weeks run)	Invoicing Company & Advertising Type: <i>Attach Invoices</i>	Cost (excluding GST)	50% of Cost (excluding GST)
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
Total Funding Request:			\$

I have attached all required invoices, advertisements, and other supporting documentation regarding the 2021-22 Registered Municipal Collection Sites Advertising Grant Application. I certify that all advertising requirements within the application have been met and understand the information I provide to Alberta Recycling is subject to review and audit.

Signature: _____ Date: _____
 Name: _____ Title: _____

FOR OFFICE USE			
Population Rate	Maximum Funding Level	Complete Package Provided	Date Received

Section 'D': FUNDING REQUEST FORM – ADVERTISING GRANT FEEDBACK (PART 2 OF 2)

This form must be submitted together with Part 1 to receive your reimbursement.

1. Did your advertising have a positive impact on your sites?

YES **NO** Please explain for either answer:

2. Was the grant application package user friendly and easy to understand?

YES **NO** If no, please explain:

3. Were the advertising templates easy to use?

YES **NO** If no, please explain:

4. Are there improvements that you would like to suggest for this program?

YES **NO** If yes, please explain:

FUNDING REQUEST PACKAGE CONTENTS CHECKLIST

The following backup items are attached:

	Funding Request Form Parts 1 and 2
	Advertising Invoices (including copies of ads & any other backup)
	Digital copies of photographs of signage placement in your community

Submit Funding Request Forms Parts 1 & 2 with backup items to:

Collection.Sites@albertarecycling.ca