

## ADVERTISING FUNDING

**\*Submit your advertising mock-up in advance to ensure funding will be provided\***

### ELIGIBLE ADVERTISING OPTIONS

Advertising and promotion are critical to the success of your event; **therefore, it is a mandatory component of this program.** You must advertise only for the material streams selected on the Roundup Grant Program Application.

1. Advertising templates created by Alberta Recycling Management Authority (ARMA):
  - The template files will be provided in PDF, .jpeg and .eps formats for various applications including:
    - newspaper, flyers, posters, doorknob hangers, inserts in utility bills
    - signs for bus stops, billboards, banners
    - digital marketing
  - Funding includes the cost to purchase ad space, print flyers, posters etc.
2. Radio
  - A pre-recorded 30 second message that includes a blank spot to record your event details is available.
  - Funding includes the cost of inserting your event details and purchasing airtime.
  - Funding could also be applied to a radio remote.
3. If you choose to design your own print or radio ad, instead of using the templates, the redesigned material requires approval prior to implementation and will result in the advertising funding being adapted as follows:
  - 100% funding if the content is the same as ARMA's advertising template (including our logo) but the design is different.
  - 50% funding if the roundup program message (including our logo) is 'blended' in with other messaging e.g. also accepting oversized items, yard waste, cardboard, glass, plastic.
4. If you have any other promotional ideas not covered herein, please contact us to review your options for funding consideration.

**\*Please note advertising templates which correspond to what you will be collection in your event will be sent out upon approval of your application\***

***The success of your roundup depends upon the amount  
of program material dropped off for recycling.  
Collection funding is paid on volumes.  
Advertise! Advertise! Advertise! ADVERTISE!***

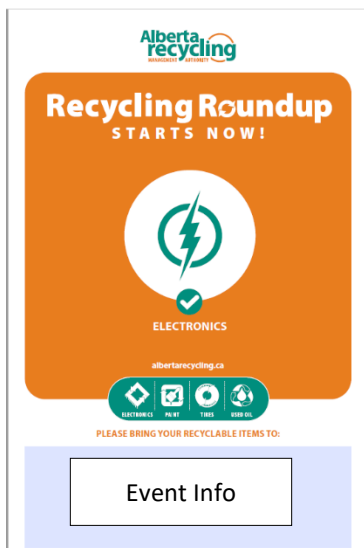
## ADVERTISING TEMPLATES

Samples of Alberta Recycling Management Authority's roundup advertising templates:

**Figure 1: electronics & paint roundup**



**Figure 2: electronics roundup**



**Figure 3: electronics, paint, used oil material & tire roundup**



**Figure 4: electronics, paint & HHW roundup**





Signs are not the only way to advertise, radio advertisements are a great way to let people know there is an event going on in their community. (radio advertisements are eligible for 100% funding if you use the Alberta Recycling template provided.)

## RADIO ADVERTISEMENT:

A pre-recorded radio ad is available which includes a blank spot to detail your Roundup event information. Note: radio stations often participate with 'live feeds' to help support local activities. We suggest you contact your local broadcaster; if you go this route, please ensure the broadcast acknowledges the support provided by Alberta Recycling.

“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 paint, electronics, and tires 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, and tires to... ((event location and details))”

Call ((telephone number)) for more information. Keep up the good work Alberta.”

## EXAMPLES OF ADVERTISING

Eligible for 100% funding







Eligible for 50% funding – the ad blends the roundup program information with other materials e.g. cardboard, yard waste, agricultural plastics.

This also includes Thank you Ads following the roundup event.

