|  | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Newspaper APPLICATION FORM Please fill out a separate application for each newspaper you wish to get listed. If you have any questions, please contact [cardonline@strategyonline.ca](mailto:cardonline@strategyonline.ca). | | | | | | | | | | |
| \*required field  APPLICANT Information  (Please provide contact details of the individual who will update the listing content) | | | | | | | | | | |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Company name: | | | | | | | | | | |
| general Information | | | | | | | | | | |
| \*Brand name: | | | | | | | | | | |
| \*Published by: | | | | | | | | | | |
| \*Main address: | | | | | | | | | | |
| \*Phone: | | | | Toll free: | | | \*Email: | | | |
| Website(s): http:// | | | | | | | | | | |
|  | | | | | | | | | | |
| \*Year established: | | | | \*Langauge(s) published in: | | | Ethnicities: | | | |
| \*Primary market served: | | | | | | | | | | |
| Subscription costs  ($Cdn) | | | Single copy: | | | Annual: | | | | Foreign: |
| Media Association memberships: | | | | | | | | | | |
| PROFILE | | | | | | | | | | |
| \*Provide a description for your newspaper – **MAX. 50 WORDS** – your profile serves as a quick brand orientation for users; avoid using promotional phrases, such as “award winning…”: | | | | | | | | | | |
| PERSONNEL TO DISPLAY IN LISTING | | | | | | | | | | |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | Executive  Production  Editorial | | | | Sales  Promotions  Circulation | | | | Administrative  Other |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other | |
| \*Name: | | | | | | \*Title: | | | | |
| \*Email: | | | | | | \*Phone: | | | | |
| \*Job function  (check all that apply) | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other | |
| material address  (where to send ad material) | | | | | | | | | | |
| Same as above | | | | | | | | | | |
| Address: | | | | | | | | | | |
| Phone: | | | | Toll free: | | | Email: | | | |
| Contact Name: | | | | Title: | | | Contact Email: | | | |
| BRANCH OFFICE(S)  (If you have more than one branch office please included in a separate document) | | | | | | | | | | |
| Address: | | | | | | | | | | |
| Phone: | | | | Toll free: | | | Email: | | | |
| Contact name: | | | | | | | | | | |
| Title: | | | | Phone: | | | Email: | | | |
| \*Job function  (check all that apply) | | Executive  Production  Editorial | | | Sales  Promotions  Circulation | | | | Administrative  Other | |
| media representatives | | | | | | | | | | |
| Not applicable | | | | | | | | | | |
| Company name: | | | | | | | | | | |
| Main Address: | | | | | | | | | | |
| Phone: | | | | Toll free: | | | Email: | | | |
| Contact name: | | | | | | | | | | |
| Title: | | | | Phone: | | | Email: | | | |
| PRIMARY AD CONTACT | | | | | | | | | | |
| Not applicable | | | | | | | | | | |
| Name: | | | | | Title: | | | | | |
| Phone: | | | | | Email: | | | | | |
| ISSUANCE & CLOSING | | | | | | | | | | |
| Issue: | | | Space deadline: | | | Material deadline: | | | | Issue date: |
| Frequency:  Included in rate card/media kit attached | | | | | | | | | | |
| rates | | | | | | | | | | |
| \*Provide current **national** open line or page rates  (all rates are gross unless otherwise specified)  Included in rate card/media kit attached | | | | | | | | | | |
| Agency Commission: | | | | Cash Discount: | | | | Payment terms: | | |
| General advertising information: | | | | | | | | | | |
| mechanical specifications | | | | | | | | | | |
| Included in rate card/media kit attached | | | | | | | | | | |
| \*Format:  (check one) | Tabloid  Broadsheet | | | | | | | | | |
| \*Live area (in): width       x depth | | | | | | \*No. columns: | | | | |
| \*Single column width (in): | | | | | | Column depth (lines): | | | | |
| Printing process: | | | | | | File formats: | | | | |
| Linescreen (LPI): | | | | | | Exceptions: | | | | |
| CIRCULATION | | | | | | | | | | |
| Auditor’s statement attached | | | | | | | | | | |
| \*Average total circulation: | | | | | | Average total paid: | | | | |
| Average total non-paid: | | | | | | Average total bulk: | | | | |
| Period covered (6 mos): | | | | | |  | | | | |
| ADDITIONAL MARKETING OPPORTUNITIES | | | | | | | | | | |
| Do you sell any of these additional services?  (check all that apply) | | | | E-blasts  E-newsletters  Trade shows  Consumer shows  Contests  Surveys  Research | | | Client website creation  Sponsorship of industry events  Digital apps/Mobile devices  Run of site banner ads  Sponsored content  Other (specify): | | | |

**Applicant’s Electronic Acknowledgement:**

By submitting the above, I hereby acknowledge that the information provided is true and agree to have this listing

published by CARDonline. In addition, on request by any bona fide advertisers, or by an advertising agency having recognition, we hereby agree to submit records from which the figures were prepared.

|  |  |
| --- | --- |
| Name: | Date: |