

# Media Outlet Registration

**[To be placed on Peelregion.ca on the media page. The “Register” button at the bottom would launch a separate page]**

Register your print or online publication to be considered for advertising from the Region of Peel. Peel places translated advertisements to communicate and promote select Regional programs, services and events.

## Language requirements

You can register a publication that serves a specific community in one of the top 15 languages in Peel, according to the 2016 Canadian Census. These are: Arabic, English, French, Gujarati, Hindi, Italian, Polish, Portuguese, Punjabi, Chinese (simplified or traditional), Spanish, Tagalog (Pilipino/Filipino), Tamil, Urdu or Vietnamese.

## Once Registered

Your publication will be included in a randomly assigned annual advertising cycle. Registering does not guarantee that an advertisement will be placed in your publication. Every four years, to match the Region’s term of Council, you will be asked to validate your information or re-register for the program.



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## Peel Multicultural media outlet registration

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The multicultural media program is a paid advertisement program managed by the Region of Peel to communicate and promote Regional information on programs, services and events.

Registered publications will be considered for paid advertisements that will be translated, if necessary, and placed into print publications targeting specific multicultural communities and the top languages spoken in Peel, according to the 2016 Canadian Census.

**Appendix III  
Multicultural Media Strategy**

**\*1. Register for the Multicultural Media Program**

- I/we would like to register for Peel’s Multicultural Media Program. By registering, I/we agree to the following:
- To receive emails from the Region of Peel regarding the Program
  - To provide a rate card upon registration and at every renewal cycle (every 4-years, based on the term of council)
  - To provide proof of circulation, including the reach and/or Unique Views Per Mention (UVPM), for the publication or outlet being registered
  - To provide the Region of Peel with bi-annual copies of the publication free of charge through the duration of their registration
  - To provide the Region of Peel with tear sheets for all Regional print advertisements with their publication

**\*2. Advertising representative's contact information** (must have the authority to agree on behalf of the publication or media outlet that is registering for the Program):

Name  
Company  
Address  
City/Town  
Email Address  
Phone Number

**\*3. Language(s) of publication (select all that apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> English                          | <input type="checkbox"/> Portuguese                  |
| <input type="checkbox"/> Arabic                           | <input type="checkbox"/> Punjabi                     |
| <input type="checkbox"/> Chinese (simplified/traditional) | <input type="checkbox"/> Spanish                     |
| <input type="checkbox"/> French                           | <input type="checkbox"/> Tagalog (Pilipino/Filipino) |
| <input type="checkbox"/> Gujarati                         | <input type="checkbox"/> Tamil                       |
| <input type="checkbox"/> Hindi                            | <input type="checkbox"/> Urdu                        |
| <input type="checkbox"/> Italian                          | <input type="checkbox"/> Vietnamese                  |
| <input type="checkbox"/> Polish                           | <input type="checkbox"/> Other (please specify)      |

**\*4. Multicultural community served:**

**\*5. Publication website address:**

**\*6. Date publication was established:**

**Appendix III  
Multicultural Media Strategy**

**\*7. Media associations your publication is a member of:**

- CARD Online
- National Ethnic Press
- Ontario Community Publication Association
- Canadian Community Publication Association
- Not affiliated
- Other (please specify)

**\*8. Is your publication circulation audited?**

- Yes (please provide proof of circulation)
- No (Regionally set media rates may apply)

**\*9. Is your publication distributed in Peel?**

- Yes
- No

**\* 10. Publication  
circulation**

- Daily
- Weekly
- Biweekly
- Monthly
- Bimonthly
- Other (please specify)

**\* 11. Day(s)  
publication is issued  
(select all that apply):**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

**\* 12. Artwork deadline**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Other (please specify)

**\*13. Artwork deadline time**

**\* 14. Outlet format:**

- Tabloid
- Broadsheet
- Online

**Appendix III  
Multicultural Media Strategy**

**\*15. Print ad specs - vertical  
(w x h")**

- 1/4 page - trim
- 1/4 page - bleed
- 1/4 page - live
- 1/8 page - trim
- 1/8 page - bleed
- 1/8 page - live
- 1/16 page (broadsheet only) - trim
- 1/16 page (broadsheet only) - bleed
- 1/16 page (broadsheet only) - live
- Other

**\*16. Print ad specs - horizontal  
(w x h")**

- 1/4 page - trim
- 1/4 page - bleed
- 1/4 page - live
- 1/8 page - trim
- 1/8 page - bleed
- 1/8 page - live
- 1/16 page (broadsheet only) - trim
- 1/16 page (broadsheet only) - bleed
- 1/16 page (broadsheet only) - live
- Other

**17. Contact details for artwork and design requirements:**

Name:

Email Address:

Phone Number: