

## **What will the Ad\*Reach/AdCanada Partnership Mean for OCNA Members?**

***What does this partnership mean for OCNA Members?*** This partnership will provide members with a dedicated, Toronto-based national sales team that will be working with existing clients to increase levels of advertising and pounding the pavement for new advertising opportunities.

***What differences will I notice?*** Few, if any. Ads will continue to be sent through the Ad\*Reach Adline. Payments will continue to come from Ad\*Reach. You will continue to upload tearsheets to eTears on the OCNA website. Ad\*Reach will continue to be your point of contact for all issues. In fact, outside of exceptional circumstances, you may never need to speak directly with someone from AdCanada.

***Will this cost me more?*** The cost to engage AdCanada's services will be paid by OCNA/Ad\*Reach, so you will not be directly charged any additional commissions or administrative fees as a part of this agreement.

***Why not just hire our own dedicated sales staff?*** That was the initial plan. However, when looking at the costs and benefits, the board came to the conclusion that it would be better for OCNA and its members to partner with AdCanada rather than to hire its own sales staff.

***Who do I contact if I have a problem with an ad or campaign?*** You will continue to contact Ad\*Reach.

***Who do I contact about a payment that I'm owed?*** You will continue to contact Ad\*Reach.

***What happens if I have a booked ad that doesn't run?*** You will continue to contact Ad\*Reach.

***Who do I contact about an ad or campaign that I've seen in another paper/on TV, radio, web, etc.?*** You will continue to contact Ad\*Reach and Ad\*Reach will contact AdCanada for more information.

***What information will AdCanada have about my paper?*** Ad\*Reach will be sharing the information it has about its members with AdCanada. If anything changes, you will continue to update Ad\*Reach who will then update AdCanada.



***Will Ad\*Reach continue to handle any sales clients on its own?*** Yes. Ad\*Reach will continue to deal with public notices for the government of Ontario, classified, online and 2x2 advertising. It can also continue to deal with flyer customers. OCNA's other lines of business are unaffected.

***Will the Ad\*Reach name and brand disappear?*** No. As part of the agreement, all material sent to clients will include the phrase: "AdCanada provides sales and marketing services under contract to OCNA/Ad\*Reach." Where possible, the Ad\*Reach logo will continue to be used on all forms of communication with clients and members.

***How long does this agreement run?*** The initial contract runs until the end of 2024, but automatically renews for successive one-year terms unless cancelled. Any cancellation must provide at least 90 days notice.

***Who is AdCanada?*** AdCanada ([www.adcanadamedia.ca/](http://www.adcanadamedia.ca/)) is the sales and marketing arm for the Alberta Weekly Newspapers Association, Saskatchewan Weekly Newspapers Association and Manitoba Community Newspapers Association.

***Who do I contact if I have additional questions?*** You can contact OCNA's president and interim executive director Gordon Cameron at [g.cameron@ocna.org](mailto:g.cameron@ocna.org) or 905-630-3403.

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