



ad\*reach



Toronto, October 12, 2023

**Ad\*Reach and the Ontario Community Newspapers Association enter into a strategic partnership with AdCanada Media Inc.**

Ad\*Reach is pleased to announce that it has finalized a business partnership with AdCanada Media Inc. that will see AdCanada provide sales and marketing services on behalf of Ad\*Reach, the Ontario Community Newspapers Association and its 130 member newspapers across the province. Under the terms of the agreement, AdCanada Media will begin its representation of Ad\*Reach/OCNA newspapers effective October 16, 2023.

This partnership will further galvanize the sales and marketing efforts of community newspapers in Canada, and bring the total number of titles under the AdCanada representation umbrella to 350 across the country. However, most importantly the partnership will give advertisers and agencies an ability to streamline their planning activities by providing a single point of contact for information and campaign execution.

“The Ad\*Reach-AdCanada partnership is a powerful combination,” said Gordon Cameron, President and Interim Executive Director of OCNA. “AdCanada’s commitment to simplifying the planning and buying of community newspaper advertising has proven to create opportunities for advertisers looking to connect with Canadians. We believe that adding 130 OCNA/Ad\*Reach member newspapers into the AdCanada model will not only serve to enhance the overall appeal of community newspapers to advertisers and their agencies, but be of great benefit to our members.”

According to AdCanada Media, CEO, Jeff Beardsworth, the partnership comes at a time when the newspapers industry is looking for new ways to attract advertisers. “The challenges facing the newspaper industry in Canada are well-documented. However, there are things that we can do to help increase our appeal to advertisers by making ourselves more cohesive and easier to work with. Newspapers can’t be both a challenge to sell and a challenge to buy. Our partnership with the Ontario Community Newspapers Association and Ad\*Reach is a natural fit for us and one that we’re confident advertisers will embrace.”

For more information please contact:

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