



electronics



paint



tires

2016-17 Grant for Advertising Municipally-Approved Year-Round Collection Sites

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2016-17 Grant for Advertising Municipally-Approved Year-Round Collection Sites

Alberta Recycling is pleased to release the 2016-17 grant application for advertising of municipally-approved year-round electronics, paint and tire collection sites (collection sites).

Municipalities are a key partner in these recycling programs. Over 140 registered collectors throughout the province manage a network of 450 sites, providing convenience and accessibility to Albertans who in turn have responded by bringing in millions of end-of-life computers, TVs, leftover paint and containers, and tires.

Alberta Recycling is offering funding assistance to advertise electronics, paint and tire collection sites that are open on a year-round basis to help make as many residents as possible aware of their local recycling opportunities. Funding is available on a “matching” basis with applicant contributions being matched to the maximum approved amount based on the population served.

It is important to note that the funding will be awarded on a first-come, first-serve basis as there is a fixed budget for this grant. Also, the advertising must be applied during this fiscal year, with the claims for reimbursement submitted by March 31, 2017.

In the following pages you will find the application, funding details, templates created specifically to advertise the sites, and instructions on how to use them.

If at any time you have questions about this opportunity please contact our Grants Administrator at grants@albertarecycling.ca or at 1-888-999-8762.

Thank you.

A handwritten signature in black ink, appearing to read 'B. Schultz'.

Brad Schultz
Director of Operations



SECTION 'A': ELIGIBLE APPLICANTS AND DETAILS ON FUNDING

1. ELIGIBLE APPLICANTS

- a) Registered collectors of electronics, paint, and tires.

2. OVERVIEW OF GRANT PROGRAM FUNDING (FUNDING)

- a) Funding is available on a “matching” basis to a maximum reimbursement identified in the following table.

Population served	Maximum Annual Funding Available on a Matching Basis*
Small: up to 5,000	\$2,000
Medium: 5,001 to 10,000	\$5,000
Intermediate: 10,001 to 25,000	\$7,500
Large: 25,001 to 100,000	\$10,000
Metro Urban: over 100,000 (Edmonton and Calgary)	\$25,000

* For example, if your site qualifies in the small category, and your advertising expenditure totals \$4,000, you can claim the maximum of \$2,000. If however your advertising expenditure totals \$2,000, you are eligible to claim \$1,000 and so on.

- b) Funding will be awarded on a first-come, first-serve basis as there is a fixed budget for this grant.
 - i. A communications bulletin will be sent to all registered collectors, informing you if the budget is expended prior to the end of the 2016-17 fiscal year.
- c) For the application a quote (or quotes depending on the scope of your advertising) is required from your selected vendors for the advertising option/s you have chosen.

3. ELIGIBLE ADVERTISING OPTIONS

- a) Advertising templates created by Alberta Recycling
 - i. Ad templates will be provided, upon approval of your application, in PDF and eps file formats for various presentations including:
 - newspapers, flyers, posters, doorknob hangers, inserts in utility bills
 - signs for bus stops, bill boards, banners
 - online (*note: we are in the process of developing banners. Please indicate on your application if you are interested in receiving this material when it is ready.*)
- b) If you choose to design your own ad instead of using the template, the funding is adapted as follows (approval of the redesigned ad material is required prior to implementation):
 - i. 100% funding if the content is predominantly the same as Alberta Recycling’s advertising template (including our logo) but the design is different.
 - i. 50% funding if the collection site information (including our logo) is ‘blended’ in with other messaging e.g. also accepting yard waste, cardboard, glass, plastic.



- c) Radio 'Donut'
 - i. A pre-recorded message is available that includes a blank spot to insert your site location details.
 - ii. Funding for this item includes the cost of inserting your site details and purchasing air time.
- d) If you have any other promotional ideas not covered herein, please contact us to review your options prior to implementation.

4. ELIGIBLE ADVERTISING EXPENSES

- i. Professional formatting of ad for print applications, signage, and online applications etc. if you do not have the requisite software to do this in-house.
- ii. Purchase of ad space
- iii. Printing of flyers, posters etc.
- iv. Radio donut
 - recording your site information
 - purchase of air time
- v. 'Other' as pre-approved by Alberta Recycling

5. INELIGIBLE ADVERTISING EXPENSES

- ✗ If the ad does not reference any of the program materials collected by your site - electronics, paint or tires. Alberta Recycling's logo must also be present within all ad material
- ✗ Round-up advertising (available under a separate program)
- ✗ Expenses prior to approval of application

Section 'B': 2016-17 Grant Application for Advertising Municipally-Approved Year-Round Collection Sites

DESIGNATED COLLECTOR INFORMATION			
Collector:			Phone Number:
Contact Name:	Title:	Email:	
IDENTIFY WHICH SITES WILL BE ADVERTISED			
ELECTRONICS			
Site Registration #	Collection Site Name		
	1.		4.
	2.		5.
	3.		6.
PAINT			
Site Registration #	Collection Site Name		
	1.		4.
	2.		5.
	3.		6.
TIRE			
Site Registration #	Collection Site Name	Site Registration #	Collection Site Name
1.		4.	
2.		5.	
3.		6.	
ADVERTISING INFORMATION			
List the advertising option(s) that you will be using e.g. print or online ads, posters, flyers, signage <i>and attach quote(s) from selected vendors:</i>			

I have read and understand the 2016-17 grant application requirements for Advertising Municipally-Approved Year-Round Collection Sites. I certify that I will ensure all advertising requirements will be met. I understand the information I provide to Alberta Recycling is subject to review and audit.

Signature: _____ Date: _____

Name: _____ Title: _____

Email completed form to grants@albertarecycling.ca

FOR OFFICE USE			
Applicant Population Rate	Maximum Funding Level	Approval Package Provided	Date Approved

Section 'C': Advertising Specifications

ALBERTA RECYCLING MANAGEMENT AUTHORITY - PRINT ADVERTISING PACKAGE

RE: PAINT?




RE:CYCLE your old paint, spray paint cans, all year round at any of these locations.

<p>Recycling Depot Name Address line 1 Address line 2 Phone number</p>	<p>Recycling Depot Name Address line 1 Address line 2 Phone number</p>	<p>Recycling Depot Name Address line 1 Address line 2 Phone number</p>
--	--	--

Municipality Logo



A

B

Ad Usage

Full color and grayscale versions of all ads have been provided in .eps and .pdf format.

A This is where you put the collection site details.

B This area is provided for your logo.

Ad Changes

All components and border may be scaled up or down in size to better meet print requirements.

If you have professional layout software (such as InDesign, Acrobat Pro or Adobe Illustrator) you will be able to make the necessary changes.

If you do not have the necessary software, please supply the appropriate file to your newspaper and provide them with the information required.

If you have any questions, or concerns about the ads provided, please contact the Alberta Recycling Management Authority at 1-888-999-8762 (toll free).

1. The following 'RE:CYCLE' artwork also has separate templates to individually advertise electronics, paint and tires.

RE: PAINT?



RE: WIRE?



RE: TIRE?



RE:CYCLE
your old paint, spray
paint cans, computers
TVs and tires, all year
round at any of these
locations.

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Municipality Logo

**Alberta
recycling**
MANAGEMENT AUTHORITY
www.albertarecycling.ca

2. The following 'BRING' artwork also has separate templates to individually advertise electronics, paint and tires.

BRING IN YOUR TIRED



YOUR "DONE" AND DENTED



AND YOUR TERMINAL...



YOU CAN RECYCLE THEM YEAR ROUND AT ANY OF THESE LOCATIONS.

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Municipality Logo



3. The following 'SOME FOLKS' artwork is a stand-alone ad; there are no individual ads for each program.

SOME FOLKS



THINK OUR



BUSINESS



IS GARBAGE

**WELL, THEY'RE
HALF RIGHT.**

You can also recycle your old
tires, paint, spray paint cans
and electronics at any of these
locations all year round.

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Recycling Depot Name
Address line 1
Address line 2
Phone number

Municipality Logo

**Alberta
recycling**
MANAGEMENT AUTHORITY
www.albertarecycling.ca

4. Complete package of templates.

PRINT ADVERTISING PACKAGE - ADS PROVIDED

FOLDER A

5" X 5"

RE: PAINT?






RECYCLE your old paint, spray paint cans, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--






RE: WIRE?

RECYCLE your old computers and TVs, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--

RE: TIRE?



RECYCLE your old scrap tires, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--




5" X 7.5"

RE: PAINT?




RE: WIRE?




RECYCLE your old paint, spray paint cans, computer monitors, TVs and scrap tires, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--




FOLDER B

5" X 5"

BRING IN YOUR "DONE" AND DENTED.






Recycle your old paint and spray paint cans at any of these locations year round.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--





TAKE CARE OF YOUR TERMINAL.

Recycle your old TVs and computer equipment at any of these locations year round.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--




BRING US YOUR TIRED.



Recycle your old tires at any of these locations year round.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--




8 1/2" X 11"

FOLDER A

RE: PAINT?




RE: WIRE?




RE: TIRE?



RECYCLE your old paint, spray paint cans, computers, TVs and scrap tires, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--




FOLDER B

BRING IN YOUR TIRED



YOUR "DONE" AND DENTED




AND YOUR TERMINAL...






YOU CAN RECYCLE THEM YEAR ROUND AT ANY OF THESE LOCATIONS.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--






FOLDER C


SOME FOLKS

THINK OUR

BUSINESS





IS GARBAGE

WELL, THEY'RE HALF RIGHT.

You can recycle your old tires, paint, spray paint cans and electronic scrap from locations of your choice.



Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--



5" X 7.5"

FOLDER D

BRING IN YOUR TERMINAL






AND YOUR "DONE" AND DENTED

You can recycle them year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number	Recycling Depot Name Address line 1 Address line 2 Phone number
--	--	--

5. Example of a 'blended' ad

Yes, MD residents can recycle too!

We recycle:

Electronics

Paint

Tires

Agricultural Plastics

Paper and Cardboard

And much more...

Where? At 1 of the 7 Waste Transfer Stations/Landfills across the MD.



For locations or the full list of recyclables,
Your contact information

Alberta
recycling
MANAGEMENT AUTHORITY
www.albertarecycling.ca

electronics paint tires

Your logo

Section 'D': Funding Request Form: Part 1 of 2 Reimbursement of Expenses

Complete and submit the Funding Request Form Parts 1 and 2 within 60 days of receiving the actual invoices, and include copies of the advertising material.

DESIGNATED COLLECTOR INFORMATION

Collector Name:		
Mailing Address:	City:	Postal Code:
Contact Name:	Contact Phone Number:	

ADVERTISING EXPENSES

Invoicing Company:	Type of advertising:	Cost (excluding GST)	50% of Cost (excluding GST)
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
Total Funding Request:		\$	\$

I have attached all required invoices, advertisements, and other supporting documentation regarding the 2016-17 Grant Application for Advertising Municipally-Approved Year-Round Collection Sites. I certify that all advertising requirements within the application have been met and understand the information I provide to Alberta Recycling is subject to review and audit.

Signature: _____ Date: _____
 Name: _____ Title: _____

FOR OFFICE USE			
Population Rate	Maximum Funding Level	Complete Package Provided	Date Received

Section 'D': Funding Request Form: Part 2 of 2

This form must be submitted together with Part 1 in order to receive your reimbursement.

<p>1. Did your advertising have a positive impact on your sites? YES <input type="radio"/> NO <input type="radio"/> Please explain for either answer:</p>
<p>2. Was the grant application package user friendly and easy to understand? YES <input type="radio"/> NO <input type="radio"/> If no, please explain:</p>
<p>3. Were the advertising templates easy to use? YES <input type="radio"/> NO <input type="radio"/> If no, please explain:</p>
<p>4. Are there improvements that you would like to suggest for this program? YES <input type="radio"/> NO <input type="radio"/> If yes, please explain:</p>

FUNDING REQUEST PACKAGE CONTENTS CHECKLIST

<input type="checkbox"/>	Funding Request Form Parts 1 and 2 Attached
<input type="checkbox"/>	Advertising Invoices (including copies of ads & any other backup) Attached
<input type="checkbox"/>	If you advertised via signage please email photographs of its placement in your community to grants@albertarecycling.ca

Email completed Funding Request forms Part 1 & 2 with backup information to grants@albertarecycling.ca