

HOW TO USE THE REGISTERED COLLECTION SITE ADVERTISING TEMPLATES

Templates for combinations of recyclable material that ARMA oversees has been created for your convenience, please make sure that you are using the template that matches the types of material you want to promote or accept.

PRINT TEMPLATES

There are five types of print material created which can be used for posters, flyers or print advertisements.

The artwork is vectorized so it can be scaled up or down in size to better match the space provided by your publication. Just be mindful of maintaining the same proportions as the original to ensure that type is legible and artwork isn't distorted.

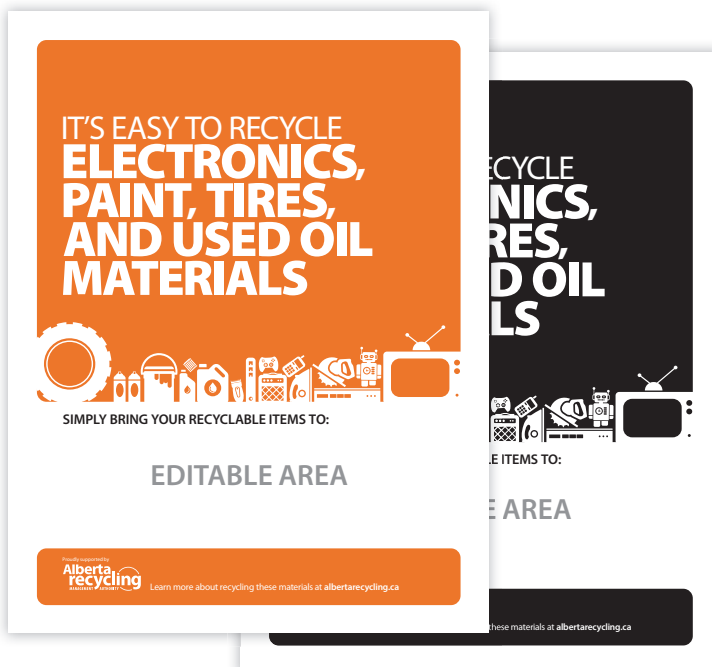
Within the printable PDFs there's an editable live area under the text '**SIMPLY BRING YOUR RECYCLABLE ITEMS TO:**'. Include your collections site details and logo in this space.

Ensure the PDFs are saved to your computer before editing, DO NOT try editing within your web browser. ADOBE ACROBAT is recommended for editing but other PDF editors may work.

Once you've edited and saved your changes, the file can be provided to a professional printing company or in-office printer.



11' X 17" POSTER (COLOUR & BW)

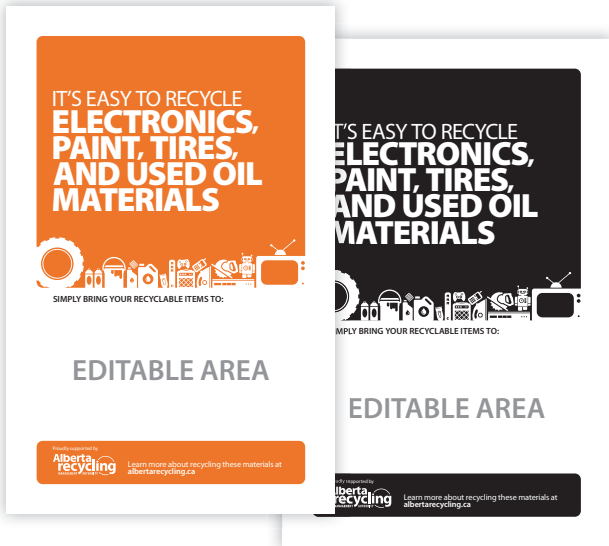


8.5" X 11" POSTER OR AD
(COLOUR & BW)

If you have questions about the templates, please contact ARMA at 1.888.999.8762 or email collection.sites@albertarecycling.ca

HOW TO USE THE REGISTERED COLLECTION SITE ADVERTISING TEMPLATES

PRINT TEMPLATES CONTINUED

**HALF PAGE 5.5" X 8.5" PRINT AD - COLOUR & BW**

HALF PAGE 5.5" X 8.5" HANDOUT - COLOUR & BW
(HAS BEEN SETUP AS 2-UP ON AN 11" X 8.5" DOCUMENT)



88" X 30" BUS AD

If you have questions about the templates, please contact ARMA at **1.888.999.8762** or email **collection.sites@albertarecycling.ca**

HOW TO USE THE **REGISTERED COLLECTION SITE** ADVERTISING TEMPLATES

ONLINE

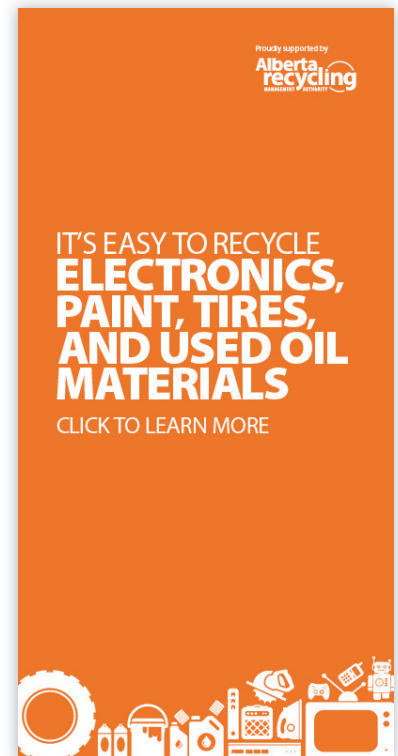
Three standard sizes of online ads are available. Since these ads are jpgs, you will not be able to scale up for other uses since the resolution of the file is set.

Provide these ads to the company placing your media, noting the URL you'd like to direct the ads to.

All ads are saved to the standardized web specifications set by most digital publications.



BIG BOX
300 X 250



TALL BOX OR SKYSCRAPER
300 X 600



BANNER AD OR LEADERBOARD
728 X 90

HOW TO USE THE REGISTERED COLLECTION SITE ADVERTISING TEMPLATES

SOCIAL

One standard size of a social media is available, which is 1080 x 1080 pixels. All major platforms will allow the use of this size of image.

Include the appropriate copy to pair alongside the artwork and provide a link back to your website for further information.

Sample copy for your post:

Recycling your electronics, paint, tires, and used oil materials has never been easier. Just bring them to (location) and we will do the rest. Link to your website.

Consider adding hashtags to boost your reach such as #recycle #recycling #reduce

You can also tag ARMA on social media and we can amplify your reach by liking and sharing.

Twitter: @albertarecycle

Facebook: @Alberta Recycling

Instagram: @albertarecycling



SQUARE IMAGE
1080 X 1080



HOW TO USE THE **REGISTERED COLLECTION SITE** ADVERTISING TEMPLATES

RADIO SPOT

A radio spot has been created in what is called a 'donut' structure. This spot has a voice over as an intro and a sign off, with a blank spot in the middle. This blank spot will allow you to add another voice without creating a whole new spot.

Consider adding in your company name, location, website address or phone number or any other important information.

Tip: write down your copy into a script and then try reading it as you play the spot. This will give you an idea of timing and if you need to remove information.

Simply provide the radio station or sound editor the file and information that you would like to add.

BRAND GUIDELINES ADVERTISING TEMPLATES

All logos are provided in Vector (.eps) and rasterized (.jpg or transparent .png) in colour, black, and white (reversed).

LOGO

Defined by the 'i' superscript dot, our recommended SAFE DISTANCE between design objects such as other logos, typography, page, and/or frame edges, is three (3) dots.

The minimum size for the logo is 1.25" wide.

When using the logo on a background, please make sure there is ample contrast to that everything is legible.

Do not stretch or distort the logo.

COLOURS

Pantone 7717C
CMYK 100 0 54 20
RGB 0 142 127
HTML 008e7f

Pantone 158C
CMYK 0 59 100 5
RGB 232 125 30
HTML e87d1e



Minimum size: 1.25" wide



DO NOT STRETCH



DO NOT DISTORT