

# RCA Advertising Opportunities

*A one-stop guide to advertising with the RCA.*

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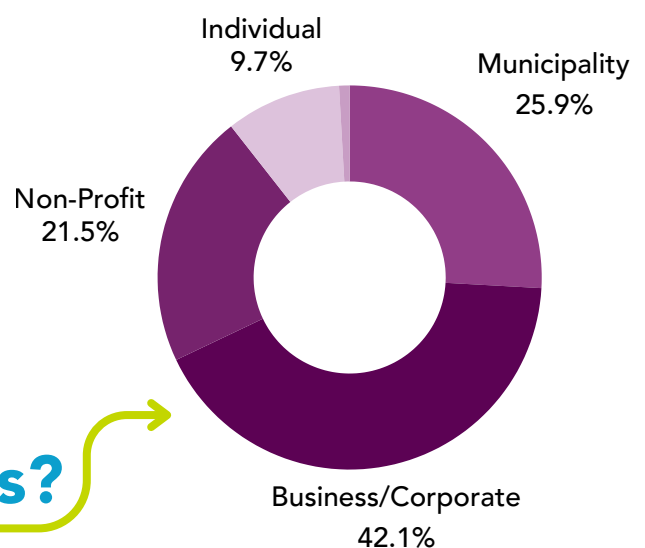
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## About the RCA & Our Audience

The RCA is Alberta's leading voice for advancing the circular economy. Our communications reach:

- **550+ newsletter subscribers** (60% avg. open rate)
- **340+ members** (municipalities, businesses, non-profits, and individuals)
- **3500+ unique monthly website visits**
- **3700+ LinkedIn followers**
- **970+ Instagram followers**
- **1100+ Facebook followers**

Your ads will appear in professional, well-read channels that connect you with decision-makers, innovators, and community leaders.



## Who are our members?

# 1. Connector Newsletter Ads

*Published monthly and archived online for continued visibility.*

## A: In-Newsletter Graphic Ads

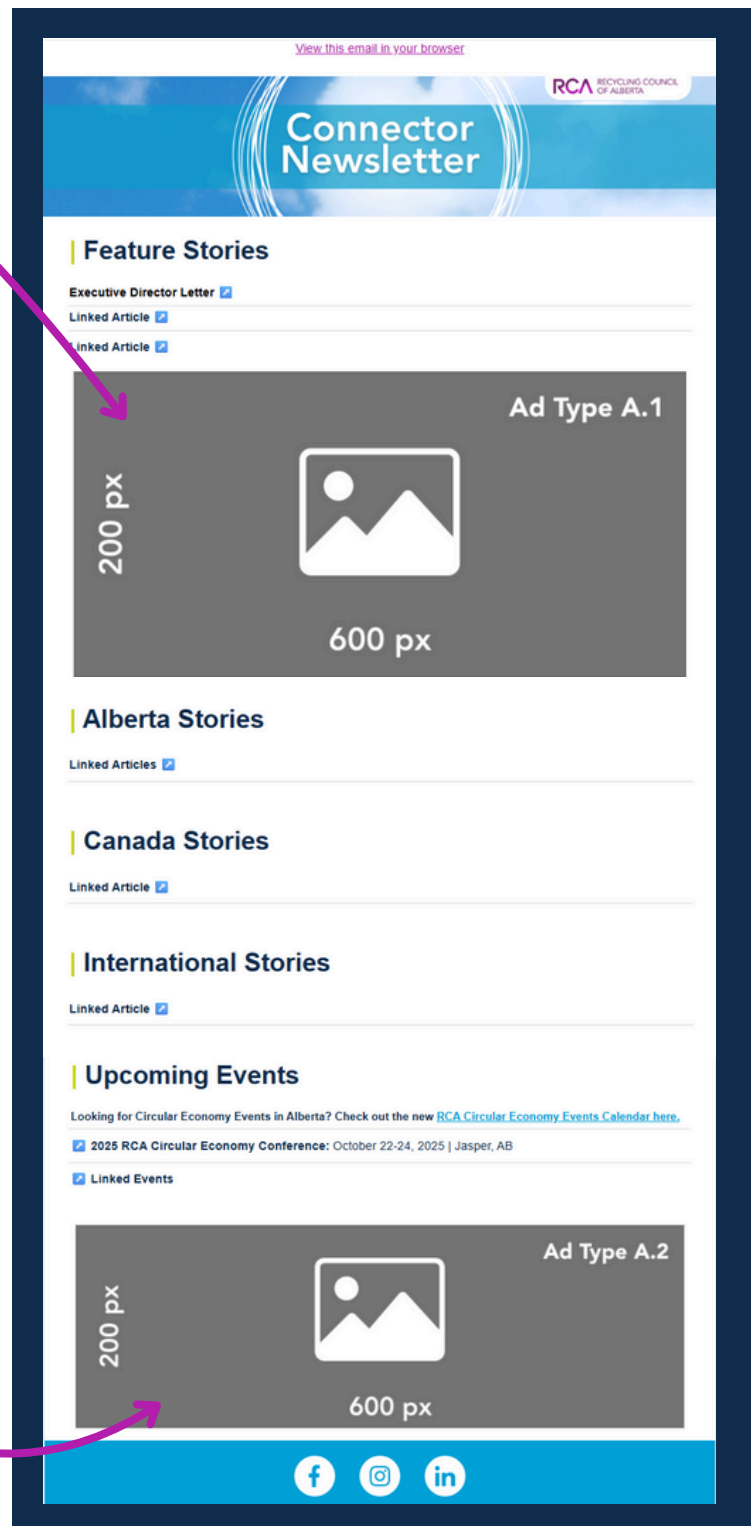
### Option A.1: Top of Newsletter

Prime real estate for high visibility

- **Rate: \$200 per issue**
- Specs: 600 x 300 px (JPG or PNG, max 500 KB)
- Includes clickable link

### Option A.2: Lower in Newsletter

- **Rate: \$150 per issue**
- Specs: 600 x 150 px (JPG or PNG, max 500 KB)
- Includes clickable link



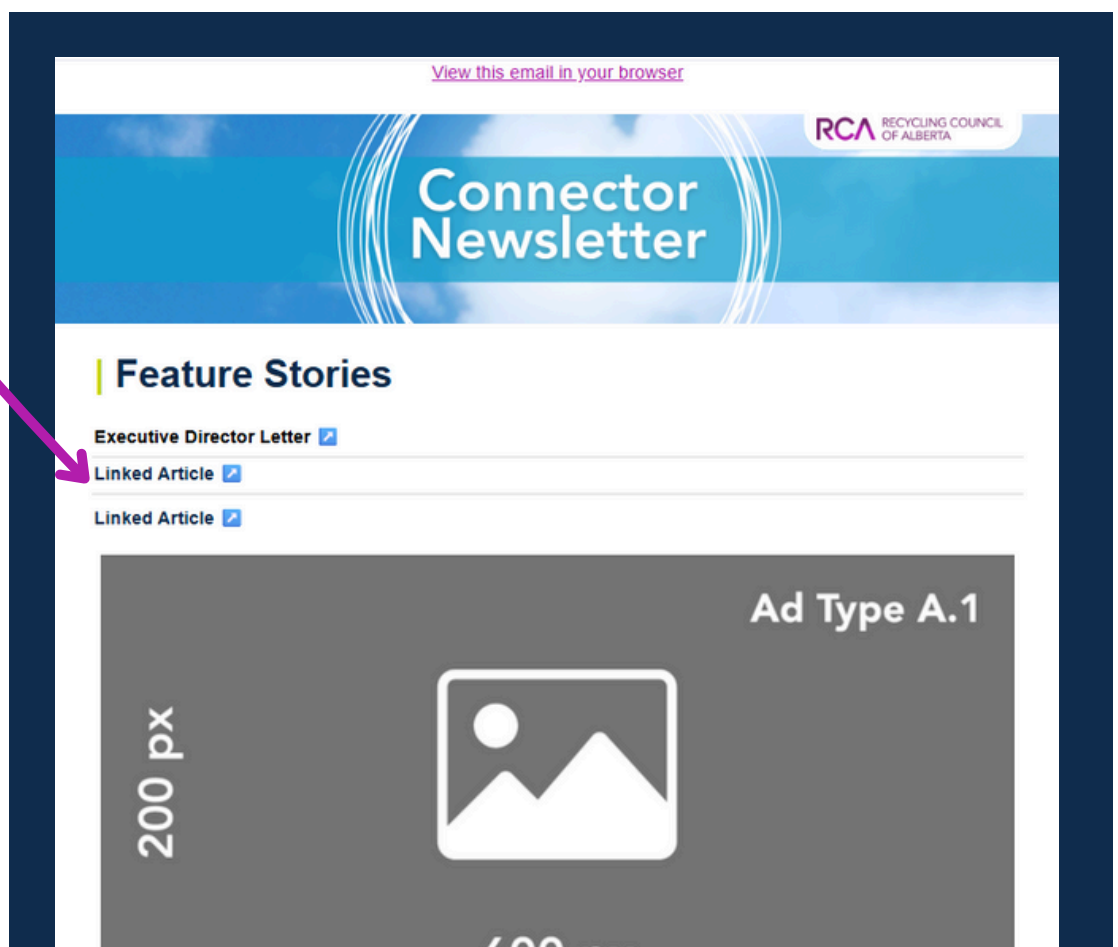
# 1. Connector Newsletter Ads

## ***B: Featured Article in Newsletter***

Two options:

- **B.1: Member Submitted Story** – Your pre-written article published as-is, with “Paid for by...” note.
  - **Rate: \$250 per issue**
- **B.2: RCA Written Feature** – RCA writes your 500-word article with up to 3 images.
  - **Rate: \$350 per issue**

Your article will be placed under the “Feature Stories” section.



# 1. Connector Newsletter Ads

## C: Ad Placement in RCA Article

Get visibility in RCA-written content. Your logo or static graphic will appear within one of our original newsletter articles. These stories highlight RCA members, events, and news in Alberta's circular economy.

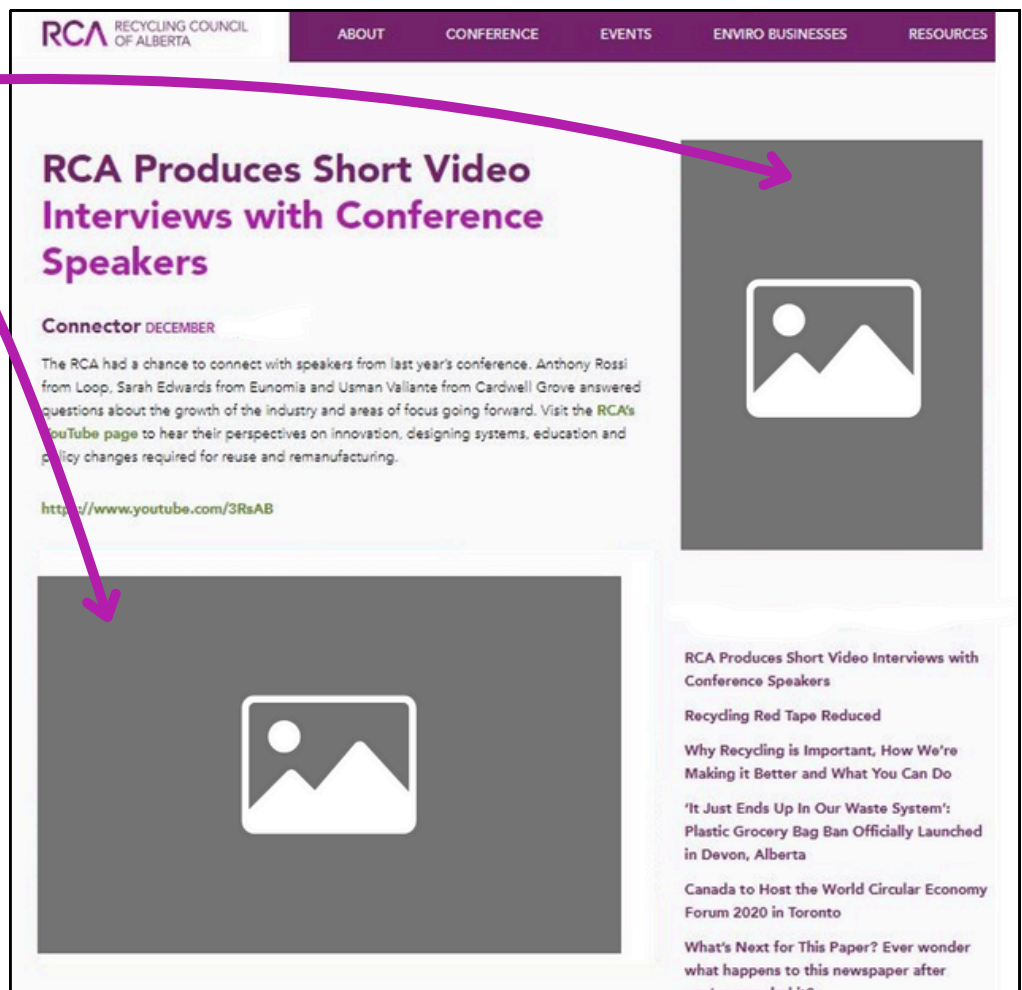
### Includes:

- Logo or image embedded directly in the article
- Clickable link to your website or campaign
- Placement in a story written and published by RCA

### Specs:

- 633 x 430 px
- OR
- 306 x 410 px

Rate: \$100 per issue



## 2. Social Media Ads

RCA offers advertising opportunities through its social media channels (LinkedIn, Instagram, and Facebook), giving your content visibility among thousands of engaged followers in the circular economy sector.

### Options:

- **Standalone Social Media Post:** \$75 per post
- **Newsflash + Social Media Post:** \$300 per campaign

### Notes:

- Social media ads are capped at a maximum of 4 total per month to maintain balance with RCA's regular content.
- Ads will appear as professional posts published directly from the RCA account with a "sponsored content" label.
- Slightly discounted compared to standalone Newsflash ads (\$250).



## SOCIAL MEDIA REACH

- 3500+ Unique monthly website visits
- 3800+ LinkedIn followers
- 1000+ Instagram followers
- 1100+ Facebook followers

### 3. Newsflash Email Ads

Single-topic e-blast sent to all RCA subscribers, ideal for time-sensitive announcements like job postings, events, or sales.

- **Rate: \$305 per Newsflash**
- **Newsflash + Social Media Post: \$355**

**Submission Requirements:** Please use the linked [RCA Newsflash Submission Template](#) to provide your content.

#### Template Overview:

- **Subject Line:** Write a short, clear subject line (6–10 words) that captures attention.
- **Newsflash Wording (Text Only):** Provide the full text in plain text (150–300 words recommended, 500 words max). Avoid embedded images or design elements.
- **Images (Optional):** Attach images as separate JPG or PNG files (high-resolution, landscape orientation preferred). Do not embed in a Word document or PDF.

**Important Notes:** Designed PDFs cannot be inserted directly into the Newsflash. PDFs can only be included as a clickable link.



## 3. Newsflash Email Ads

### Ideas for What You Could Promote in a Newsflash:

- Job postings
- Equipment or materials for sale
- Time-sensitive event announcements
- Calls for collaboration or project partners
- Special promotions or product/service launches



### For Sale: Approx. 200 – 32-Gallon Green Carts

The Town of Circularity has approximately 200 green 32-gallon carts available for sale, IPL Master Cart Series. Some of these carts are unused, while others have been previously used and are in good condition. Each cart is hot-stamped with “The Town of Strathmore” and will need to be covered or modified by the purchaser.



- Ideal for compost or repurposed use
- Sold as-is, bulk purchase preferred

- Durable and in good condition

**Location:** Strathmore area

Great opportunity for municipalities, contractors, or businesses in need of durable bins. First come, first served!

Contact:

**Colleen Parkin**  
Utilities Strategist, Infrastructure Services

## 4. Alberta Circular Events Calendar – Banner Ad

Place a prominent banner at the top of the RCA Alberta Circular Events Calendar webpage, viewed by members and non-members looking for circular economy events in Alberta and beyond.

**Rate: \$200 per month**

Includes:

- Banner placement at the top of the calendar webpage
- Clickable link to your website, event page, or campaign
- High-visibility positioning to an engaged, targeted audience

Specs: 1200 × 300 px (JPG or PNG, max 500 KB)

Your banner will be placed here.

### Want To See Your Event In Our Calendar?

To submit an event, please complete the event submission form by clicking the Submit An Event button. Ensure that all required fields are filled out accurately. Once your submission is received, it will be reviewed by our team for approval. Please note that not all submissions are guaranteed to be published; we evaluate each event to ensure it aligns with our guidelines and criteria. You will be notified if any additional information is needed or payment is required.

Submit An Event

### RCA External Circular Events

Search for events
 

Find Events List Month

RCA Event Reuse Repair Cafe Other Circular Business Event Professional Development Conference Workshop/Training Webinar

Community/Municipal Market/Tradeshow Awards/Recognition

< > This Month June 2025

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
		SWRC Waste ReForum 2025 "Prohibition of Waste: Here's to Circular Solution..."				

## 5. Classified Listings

The RCA website also offers a “Classifieds” section for members.

**Rate: Free for members | \$50 for non-members**

### **Purpose:**

- A service for members to repurpose, reuse, or resell materials, equipment, or assets.
- Not intended for job postings or marketing new materials for sale.

### **Details:**

- Classifieds will be posted on the RCA News page (no email distribution).
- Free for members, paid option for non-members.

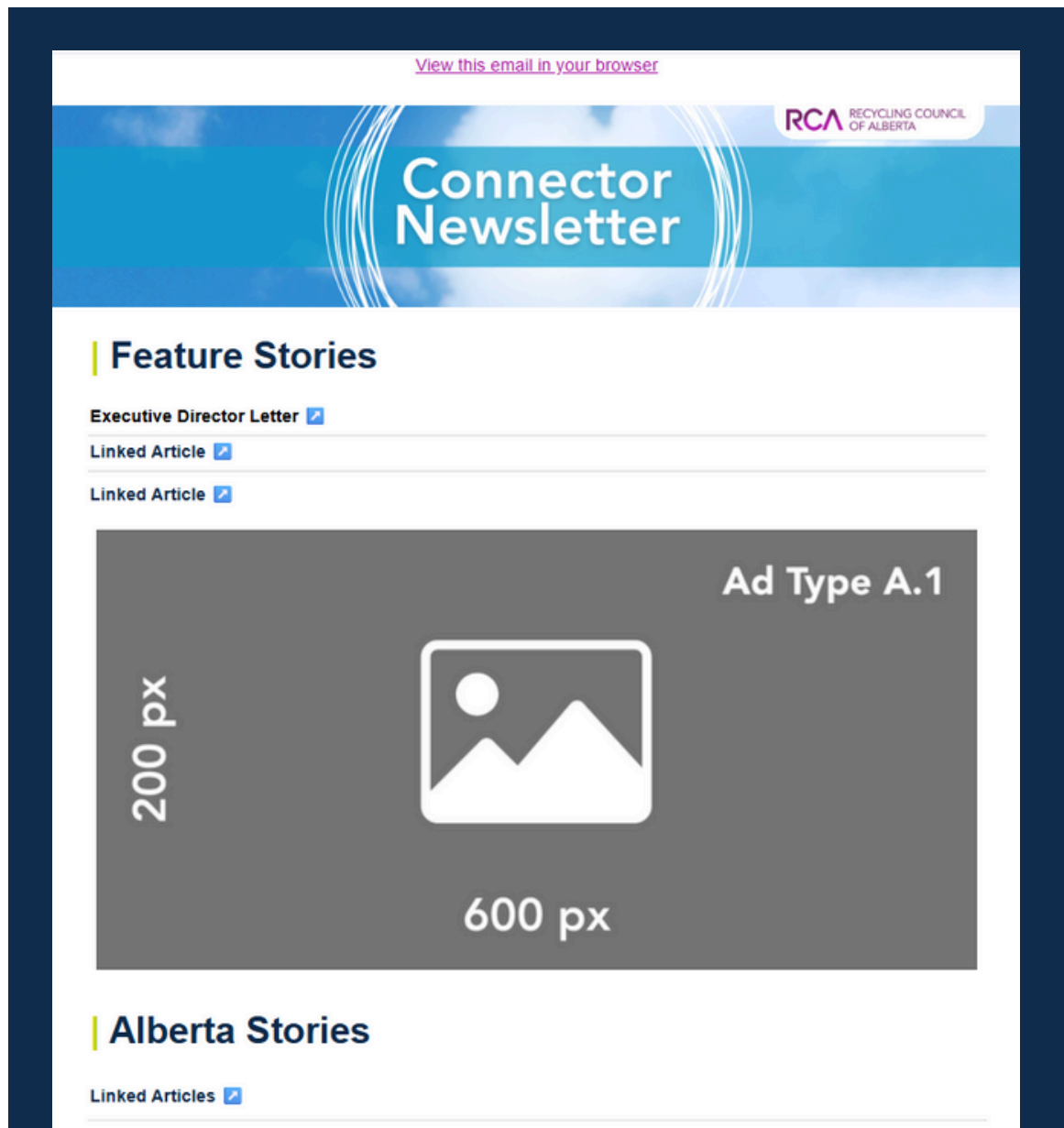
For Example:



### **Rain Barrels Available for Repurposing**

Circular Company Inc. has a surplus of used rain barrels in good condition, ready for reuse. Perfect for community gardens, schools, or municipal projects. Barrels are available free of charge to organizations committed to repurposing and reuse.

Classified listing presented on behalf Circular Company Inc.



# Want to Advertise?

Contact us at [info@recycle.ab.ca](mailto:info@recycle.ab.ca) to  
book your spot or ask questions.