

How To Advertise in the Community Groups Sections

We recognize that this is a new submission format and wanted to give a few tips to community groups:

This is our official page for all ad submissions. Please use this link to submit your content and learn more about advertising options: <https://thekeybay.ca/advertise>

Step 1: Scroll down to see the Ad Submission Form

Here is where you can submit your content. If you have any questions about the process after reading the rest of this document please call us at [\(807\) 625-3388](tel:8076253388) or email thekey@thunderbay.ca

Step 2: Submitting Content

Please include your key messaging in the Content box. While you can still attach an ad, this will ensure that your message will work with a screen reader. Our goal is to make sure everyone has access to your information! See the examples below for the ideal word count.

Step 3: Add an Image

You can choose to include an image in the Images/Poster/Ad/Logo section. If you have an image that you want to include simply click on the Images field and select your images from your computer.

Step 4: Registration Information

Include your website and/or registration site as 'buttons' – these give people a quick and easy call to action and will take you straight to where you want them to go!

Step 5: Billing

The advertising form has required fields regarding your billing information. Your ad will not be submitted to the next issue of The Key until billing has been completed, so please fill this out accurately.

Step 6: Select Your Issue

You have the option to select which issues you can advertise in. The more issues you advertise in, the more you save! See our price per issue table near the bottom of the form. If you indicate which issues you plan to advertise in, we can apply your discount right away. If you are

unsure, that's ok – we will adjust pricing on your next bill.

**Please note that you must submit a new content form for each issue.

Step 7: Payment Information

If paying by credit card please call (807) 625-3691. Please do not write your credit card # on this form. In order to be invoiced, Community Groups or Agencies require a credit bureau check and approval through the City's Revenue Division.

Otherwise, prepayment is needed when submitting a Key Ad. Without payment, the ad will not be accepted or placed in the Key.

Step 8: Results

After submitting your form, the information will be saved as a draft on the issue website. When payment is received your ad is reviewed, and it will be included in the Community Groups section on The Key website.

For the best results, we recommend submitting enough content to fill the space next to the image. The examples below show examples of word count based on type of image upload

Example 1: Square Image (150 - 200 words or 20 lines of content)

Name of Group → **JUNGLE GYMNASTICS**


Title/Headline → **MARCH BREAK CAMP**

Content →
Looking for a fun and active gymnastics experience for your kids this March Break? Join Jungle Gymnastics and learn new skills, burn off some energy, and meet new friends! Whether your little one dreams of soaring through the air like a gymnastics superstar or simply wants to have a blast while staying active, Jungle Gymnastics is the place to be. Our supportive coaches and vibrant atmosphere ensure that every child feels welcome and encouraged to reach for the stars.

Registration Deadline: March 1, 2024
Location: 123 Gym Street
Program Dates: March 11-15, 2024

Age Categories:
Parent and Tot: walking to Age 2
Crickets: Ages 5-7
Frogs: Ages 8-11
Cost: \$200

Registration and Contact Information → [REGISTER](#) [CONTACT US](#)



Example 2: Landscape Image (120 - 150 words or 13 lines of content)

JUNGLE GYMNASTICS MARCH BREAK CAMP

Looking for a fun and active gymnastics experience for your kids this March Break? Join Jungle Gymnastics and learn new skills, burn off some energy, and meet new friends!

Registration Deadline: March 1, 2024

Location: 123 Gym Street

Program Dates: March 11-15, 2024

Age Categories:

Parent and Tot: walking to Age 2

Crickets: Ages 5-7

Frogs: Ages 8-11

Cost: \$200



REGISTER

CONTACT US

TIP: Keep your word count under 200 to maintain reader interest and ensure your message is clear, easy to understand, and accessible.

Questions?

Contact thekey@thunderbay.ca