



Quinte Watershed Cleanup

The Quinte Green Directory

about us fact sheet

www.qwcleanup.ca

quintegreendirectory@qwcleanup.ca

ph: 613-962-2011 fax: 613-962-9735

Quinte's Sustainable Business and Environmental Action Guide

Not just advertising, respect.

Facts about the Quinte Green Directory

- 10,000 free copies printed annually
- durable, coil-bound book (8.5 x 5.5" format)
- Categorical and alphabetical listing sections
- Free "Get Involved" section for non-profits
- Educational content in magazine style
- Free listings content in phone directory style
- Printed on 100% post-consumer recycled paper with vegetable inks
- Distributed by local businesses, and by volunteers at community events and door-to-door via hybrid vehicles, bicycles, rollerblade, on foot...

The Quinte Green Directory is a user-friendly resource guide about business, organizations, services and individuals that provide community and earth-friendly products and services all in one handy guide. **The Quinte Green Directory** brings customers, service providers and businesses together to help make the Quinte area sustainable for future generations. Customers can feel good about shopping the guide, as their purchasing power is used to sustain our community. We invite you to be part of this values-based way to find information.

Benefits for Business

- Targets an audience hungry for green products, services and information
- Provides valuable educational content for target audience
- Provides an online directory
- Provides cost-effective advertising
- Distributed strategically to ensure the directory gets into the hands of customers interested in sustainable business practices

Benefits for Customers

- Allows them to shop their values
- Helps them reduce their impact on the earth
- Provides much-needed green business contact information
- Updated yearly
- Provides content on how to reduce, reuse and recycle
- Distributed door-to-door and in places they visit
- Listings also conveniently online

Requirements

Businesses, organizations and individuals must meet a minimum of 5 sustainability requirements to be included in the Quinte Green Directory

Supporting Events and Materials

- Launch publicized in local and regional media
- Presence with Chamber of Commerce and business groups
- New listings posted on line between printed issues
- Available at community events, including the Quinte Sustainability Symposium

Quinte Watershed Clean up is a registered charity Reg. # 88069 7941 RROOO1

P. O. Box 20069 Belleville, Ontario, Canada K8N 5V1



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Quinte Watershed Cleanup

sustainability questionnaire

www.qwcleanup.ca

quintegreendirectory@qwcleanup.ca

ph: 613-962-2011 fax: 613-962-9735

check all that apply
Return by mail /fax
Attach additional information as needed

Applicants must meet a minimum of 5 requirements to be included in the directory for free

business/service name

service/product description

contact person

address

phone/fax

email

Consumers can use their purchasing power to benefit our community

Product production Not applicable, no product

In the creation of your product does your business protect the long-term health of soil, water, air, open space, wildlife, and fish resources by:

- Significantly reducing the release of toxic substances into the environment?
- Eliminating or minimizing chemical inputs such as solvents, fertilizers, herbicides, pesticides, etc?
- Minimizing the use of non-renewable resources such as metals, minerals and plastic; and carbon-based fuels such as gasoline, diesel, natural gas, etc?
- Using recycled materials? Specify: _____
- Using sustainably produced materials? Specify: _____
- Minimizing waste by efficiently using raw material?
- Minimizing waste by using little or no packaging?
- Using local sources of raw materials? Specify: _____

Food Production Not applicable, no product

If in food production, do you practice sustainable agricultural practices such as:

- Time-controlled grazing?
- Erosion prevention?
- Noxious weed control through integrated pest management?
- Resource monitoring?
- Organic production protocols such as no chemical use?
- Maintaining open space?
- Providing livestock access to the outdoors?

Product or Service Outcome

Does your product, service, business or organization protect the long-term health of soil, water, air, open space, wildlife, and fish resources by:

- Conserving energy? Specify: _____
- Conserving natural resources such as water, air, topsoil, trees, etc?
- Promoting renewable energy sources?
- Preventing or significantly reducing the release of toxic substances into the environment?
- Encouraging waste reduction?
- Preserving wildlife habitat, open space and biodiversity? Specify: _____
- Promoting sustainable building designs and materials?

Business/Non Profit Organization Behaviour

Does your business or nonprofit organization protect renewable and nonrenewable resources by:

- Conserving energy, including using energy efficient equipment? Specify: _____
- Using renewable energy? Specify: _____
- Recycling?
- Using fuel-efficient vehicles? Specify: _____
- Using recycled or sustainably-produced business products? Specify: _____
- Using alternative fuels such as biodiesel, ethanol, etc.? Specify: _____
- Reducing waste and disposing of waste in a safe and responsible manner?
- Using organic products? Specify: _____
- Using sustainable building designs and materials? Specify: _____
- Donating to non-profits? Specify: _____
- Improving the mental and/or emotional health of our community? Specify: _____

Employee Info Not applicable, no employees

Providing sustainable economic benefits such as:

- Living wage jobs?
- Health insurance and other benefits? Specify: _____
- Provide volunteer, mentoring, internships and/or co-op experiences. Specify: _____
- Offering childcare to employees?
- Offering educational subsidies?
- Encourage feedback and new ideas from staff?
- Provide staff training and professional development opportunities? Specify: _____



Quinte Watershed Cleanup

green directory ad rates

www.qwcleanup.ca quintegreendirectory@qwcleanup.ca
 ph: 613-962-2011 fax: 613-962-9735

Display Ads

Size	Features	Annual
1/12 page	A standard black and white ad includes: <ul style="list-style-type: none"> free listing in the alphabetical section referencing display ad location free listing in online directory at www.qwcleanup.ca 1 free category listing included with black and white display ad Ads placed near your category listing 	150.00
1/6 page		200.00
1/4 page		250.00
1/3 page		300.00

Premium Ads

Size	Features	Annual
1/2 page	High impact, full colour ads include: <ul style="list-style-type: none"> free listing in the alphabetical section referencing display ad location free listing in the online directory at www.qwcleanup.ca 2 free category listings with colour display ad free hyperlink to business website from online directory 1/2 or full page 4-colour ad with preferential placement in the sponsor section ads placed near your category 	700.00 C 500.00 B+W
full page		1000.00 C 750.00 B+W
full spread		1800.00
page 3		1200.00
last page		1300.00
inside back cover		1400.00
inside front cover		1500.00
back cover		2000.00

category listing rates

1st category free! 20.00/additional category

1 category	3 or 4 lines (business contact information, description)	1 Free
Additional category		20.00
Additional lines	up to 6 lines (2 additional lines)	10.00
Hyperlink to site	per link	20.00

coupon insert

Full page	your supplied ad or coupons inserted (loose) into directory (0.15 each, up to 10,000 one-page inserts, 2000 min.)	300.00 to 1500.00
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1/3 page 1/6

1/2 page

1/2 page 1/3

1/6

1/12

1/6

1/4 page

ad sizes
Full trim:
3.5 x 5"

Full bleed:
4 X 5.25"

1/2 pa horizontal:
3.5x 2.25"

1/2 pg vertical:
2.3 x 3.3"

1/3 pg square:
2.3 x 2.3"

1/3 pg vertical:
1.3 x 5"

1/4 pg horizontal:
3.5 x 1.15"

1/6 pg horizontal:
2.3 x 1.15"

1/6 page vertical:
1.x 2.3"

1/12 pg:
1 x 1.15"



Educate, inform and entertain with sponsored material in The Quinte Green Directory

Be the resource! Sponsor public information such as hiking trails, energy saving tips or recycling information and put your company in the spot light. While providing this valuable service, your company becomes the gate-keeper to sustainability in our community. You are welcome to submit an article or resource listing for our approval or we'll supply the resource.

guidelines

sponsored article	<ul style="list-style-type: none"> • 1000 words • full colour • prime placement • must purchase a display ad • educate consumer • up to 2 pictures • logo placed at bottom of page • 4 lines of contact info • media exposure for all sponsors 	200.00	<p>2010 publish- ing date:</p> <p>April 22nd - Earth Day</p> <p>donations and sponsorships are tax- deductible</p> <p>Interested in another way to sponsor this important resource? Give us a call.</p>
sponsored resource information	<ul style="list-style-type: none"> • up to 2 pages • additional pages \$100.00 • prime placement • must purchase a 1/2 page display ad • logo placed at bottom of page • 4 lines of contact info • featured on www.qwcleanup.ca • media exposure for all sponsors • categories to sponsor could include: <ul style="list-style-type: none"> birding sites calendar of events emergency contacts fair trade family-friendly things to do farmer's markets fishing spots get involved section golf garden tips section household cleaners hiking trails local herbs guide picnic areas places to walk dogs skateboarding parks swimming areas tennis <p><i>Or suggest your own topic...</i></p>	300.00	



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advertising order agreement

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check all that apply

return by mail /fax

Client Name: _____

Date: _____

Contact information:

Business name: _____ contact name: _____

Phone: _____ alternative phone: _____

Address: _____

Billing address: _____

Website: _____ email: _____

QGD office use: Meets criteria? Yes not yet

Display Ad:

<input type="checkbox"/> black + white	<input type="checkbox"/> 1/12 page \$150	<input type="checkbox"/> 1/6 page \$200	<input type="checkbox"/> 1/4 page \$250	<input type="checkbox"/> 1/3 page \$300	<input type="checkbox"/> 1/2 page \$500	<input type="checkbox"/> full page \$750
<input type="checkbox"/> colour	<input type="checkbox"/> 1/2 page \$700	<input type="checkbox"/> full page \$1000				
<input type="checkbox"/> premium colour	<input type="checkbox"/> full spread \$1800	<input type="checkbox"/> page 3 \$1800	<input type="checkbox"/> last page \$1300	<input type="checkbox"/> inside back cover \$1400	<input type="checkbox"/> inside front cover \$1500	<input type="checkbox"/> back cover \$2000

Category Listing Content:

- | | | |
|--|--|---|
| <input type="checkbox"/> B+W: one free, up to 4 lines | <input type="checkbox"/> 2 additional lines \$10 | <input type="checkbox"/> hyperlink \$20 |
| <input type="checkbox"/> B+W: 2nd category, up to 4 lines \$20 | <input type="checkbox"/> 2 additional lines \$10 | <input type="checkbox"/> hyperlink \$20 |
| <input type="checkbox"/> B+W: 3rd category, up to 4 lines \$20 | <input type="checkbox"/> 2 additional lines \$10 | <input type="checkbox"/> hyperlink \$20 |

Business name: _____

Description/tagline: _____

Address: _____

Phone: _____ Website: _____

Other: _____

Category Listing Choices: *see suggested choices on last page*

green energy - sustainable business and non-profits— green recreation—green action

Sponsored Article: \$200 Topic: _____ will provide logo

Sponsored Resource pages: \$300 Topic: _____ will provide logo

Coupon/ad insert: \$300 - \$1500

Ad creation: need ad created have ad/template

QGD office use

Advertising total: _____

Payment due: _____

Payment method:

cheque cash

Paid in full 50% up front 50% on proof other: _____



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category listing choices

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green energy

businesses and individuals providing goods and services in green energy

Solar
Wind
Geothermal
Biomass
Consulting/speaking
Energy audits
Insulation/energy efficiency
Water use/water quality
Alternative fuels
Green building
Landscaping/xeriscaping
Hydro
Energy Star®

green recreation

green spaces and local recreation activities not dependent on non-sustainable energy

basketball courts
bike trails
birding sites
boating
calendar of events
Conservation areas
emergency contacts
family-friendly things to
farmer's markets
fishing spots
get involved section
golf
Other: _____

green tips section
Guides + Scouts
hiking trails
picnic areas
skateboarding
skiing
sight seeing
swimming areas
tennis
walk dogs
parks

green businesses

Businesses and non-profits that meet at least 5 sustainability criteria

Accountants	carbon offsets	home builders	skin care
Acupuncturists	carpet	home furnishings	snow removal
Advertising	caterers	hotels	spas
Alternative energy	charities	IT services	tanning
Animal services	chiropractors	insurance	tourism, travel
Apartments	cleaning products and serv.	Internet	water treatment
Architects	clothing	janitorial	website
Aromatherapy	coffee houses	libraries	wedding
Autos	composting	lighting	weed control
Awards	computers	office supplies	weight management
Baby products and serv.	Dentists	organic food	wildlife
Bakery	eco-tourism	painting	wine
Banks	electricians	pet care	wool
Barter networks	employment agencies	photography	yoga
Beauty salons	engineers	physicians	other: _____
Bed and bath	farm	plumbing	
Bookkeeping	fence	printers	
Books	fitness	radio	
Breweries	flooring	real estate	
Building contractors	furniture	recycling	
Building design	gardening	restaurants	
Building supplies	graphic design	retail	
Building renovation	grocers	schools and childcare	
Cabinets, cabinet makers	health products	security	
Candles	holistic practitioners	ski	

green action

Groups engaged in green advocacy

Government organizations	environment publications and media	environment and politics
Citizens groups	recycle/reuse/waste mgmt.	other: _____
Landowner groups	environmental events	
Youth initiatives	environmental volunteering	
Agriculture/organics	environmental education	