

CONNECTING YOUR BRAND TO CARIBBEAN CULTURE & CITY LIFE ACROSS CANADA

canadianyardie connects brands directly with engaged audiences across the GTA, Canada, the Caribbean, and the global diaspora. We offer multimedia promotional placements designed for cultural resonance, organic visibility, and swift 48-hour campaign turnaround.

OVERVIEW WHAT CANADIANYARDIE OFFERS



Digital Display Banners

High-visibility banner placements across desktop and mobile. Placements include Super Leaderboard Header, Sidebar Half-Page Billboard, In-Article Mid-Content, and Sticky Mobile Footer.

Formats: 728×90, 300×250, 300×600, 320×50 (JPG, PNG, GIF, WebP)



Sponsored Editorial Articles

In-depth branded features and product spotlights written by our cultural news desk. Includes permanent Google SEO indexing, dofollow backlinks, custom photos, and social syndication.

Deliverable: 500–800 word feature story with photos & backlinks



Yardie TV Video Placements

Non-skippable video pre-roll sponsorships and branded feature videos broadcast across Yardie TV's 4K studio interviews, sound clash archives, and cultural festival mini-docs.

Formats: 1080p / 4K MP4 (16:9 widescreen, 15s or 30s)



YardVybz Radio 24/7 Audio Spots

High-impact audio commercial spots and DJ presenter shoutouts streaming live 24/7 on YardVybz Radio alongside top reggae, dancehall, soca, and international mixtapes.

Formats: MP3 or WAV (320kbps, 15s or 30s commercial audio)



Caribbean Food Spot Spotlight

Dedicated food directory reviews for Caribbean restaurants, food trucks, and caterers across the GTA and Canada, featuring star ratings, signature dishes, and direct ordering links.

Includes: Directory profile, star rating, photos & social highlight



Event, Concert & Nightlife Media

Official media sponsorship for concerts, stage shows, carnival road events, sound clashes, and community galas with dedicated calendar listings, ticket links, and photo recaps.

Includes: Event calendar listing, ticket link, banner promo & social blast

DIRECT CAMPAIGN INQUIRIES

Ready to amplify your brand across canadianyardie?

Turn to Page 2 to review the submission checklist, or connect directly with our corporate media team.

advertise@canadianyardie.com

Web Portal: canadianyardie.com/advertise/

HOW TO LAUNCH A CAMPAIGN WITH CANADIANYARDIE

We keep campaign onboarding simple, fast, and transparent. Review the 6 requirements below and send your materials directly to our media desk. Our team will review your creative assets and confirm placement within 48 hours.

CHECKLIST WHAT YOU SHOULD SEND US

REQUIREMENT 01

Brand & Business Details

Your company, brand, or artist name, official website URL, and verified social media handles (@Instagram, @TikTok, etc.).

REQUIREMENT 02

Campaign Objective

What you are promoting: brand awareness, new product launch, concert/event ticket sales, music release, or restaurant opening.

REQUIREMENT 03

Preferred Channels

Select which placements you want: Display Banners, Sponsored Story, Yardie TV Video, YardVybz Radio, or Full Multi-Channel.

REQUIREMENT 04

Creative Materials & Assets

Ad banners (JPG/PNG/GIF), video clip (MP4), audio commercial (MP3), or press release text and high-resolution brand photography.

REQUIREMENT 05

Target Launch Date & Duration

When your campaign needs to go live and how long you want it running (e.g. 1 week, 30 days, or specific event dates).

REQUIREMENT 06

Direct Contact Person

Primary representative name, direct email address, and phone or WhatsApp number for fast onboarding coordination.

CREATIVE SPECIFICATIONS QUICK GUIDE

Display Banners

728×90, 300×250, 300×600, 320×50. JPG, PNG, GIF, WebP (max 150KB).

Yardie TV Video

1080p or 4K MP4 (16:9). 15s or 30s HD video file.

YardVybz Radio

MP3 or WAV audio (320kbps). 15s or 30s produced commercial spot.

Editorial Articles

500–800 words draft or bullet points + 2–4 high-res photos.

READY TO SEND YOUR MATERIALS?

Email your campaign details and assets directly to our corporate media desk. All materials are reviewed with a guaranteed **48-hour turnaround**.

advertise@canadianyardie.com ↗

Online form: canadianyardie.com/advertise/