CARDonline Filters - Definitions

Affiliated Network
- (when searching Radio, Television) – filter listings based on the broadcast network they belong to

Band
- (when searching Radio) – filter listings based on the type of frequency they are broadcast on

Category
- filter listings by a specific type of media or professional service

City
- filter listings by town or city, based on where main office address is located

CMA
- filter listings by Census Metropolitan Area (area consisting of one or more neighbouring municipalities situated around a major urban core, with total population of at least 100,000 of which 50,000 or more live in the urban core), based on where main office address is located

Country
- filter listings by country, based on where main office address is located

Ethnicity
- (when searching Magazines, Newspapers, Radio, Television) – filter listings based on a specific ethnic group/community they cater to

Format (magazines, news)
- (when searching Magazines, Newspapers) – filter listings based on the format that the publication is printed or displayed

Format (other)
- (when searching Other Advertising Media, Out-of-Home Advertising) – filter listings by outdoor or other (non-traditional) advertising medium

Format (radio)
- (when searching Radio) – filter listings based on content/style of programming

Language
- (when searching Digital, Magazines, Newspapers, Radio, Television) – filter listings based on the language(s) their content is published/broadcast in
Market
- (when searching Newspapers, Radio, Television) – filter listings based on the area that they serve (distribution area, broadcast reach); not always the same city/town as where the main office address is located

Media Representative
- (when searching Digital, Magazines, Newspapers, Other Advertising Media, Out-of-Home Advertising, Radio, Television) – filter listings based on the media rep company who represents them

Owner
- (when searching Digital, Other Advertising Media, Out-of-Home Advertising, Radio, Television) – filter listings based on the company they are owned by

Primary Area of Expertise (ad agencies)
- (when searching Advertising Agencies) – filter listings based on the primary service provided by the agency

Primary Area of Expertise (media reps)
- (when searching Media Representatives) – filter listings based on the primary type of media they serve/represent

Province/State
- filter listings by province (or state), based on where main office address is located

Publisher
- (when searching Magazines, Newspapers) – filter listings based on the company they are published by

Topic
- (when searching Digital, Magazines) – filter listings based on content geared towards a specific type of industry or consumer group

Type (digital, magazines)
- (when searching Digital, Magazines) – filter listings based on whether their content serves business/industry or trade (incl. Farm Publications), or content is geared towards consumers (incl. Ethnic Publications)
Type (news)

- (when searching Newspapers) – filter listings based on type of newspaper; Daily (publish at least 5 weekdays per week), Community (publish less than 5 weekdays per week), Shoppers (contain mostly ads), Ethnic (cater to a specific ethnic community), Campus (typically published by students, distributed around the school campus)

Type (radio, tv)

- (when searching Radio, Television) – filter listings by traditional broadcast station, network, syndication (Radio only), or specialty paid channel (TV only)