



## TAKE THE LEAD. GUIDE THE BUILD.

Local Ink's Virtual Newsstand, a made-in-Canada solution, is now in development, with our beta release set for July 31, a full launch of our Minimum Viable Product ("MVP") by October 31, and full rollout to all publishers on November 28. Built specifically for Canada's community newspapers, this platform is designed to protect your e-edition revenue, grow your subscriber base, and deliver ad-ready analytics.

**Local Ink is looking for 12 publishers to join our Publisher Product Steering Committee (the "PPSC") and help us shape the new Local Ink Virtual Newsstand.**

This is your chance to have a direct say in how the platform looks, feels, and works before it rolls out to publishers across Canada.

### Purpose.

The PPSC plays a critical role in shaping the MVP of the Local Ink Virtual Newsstand. Members provide early feedback on features, user experience, and platform performance to ensure it meets the real-world needs of Canadian community publishers.

### Who Can Join?

- PPSC members will be selected by AdWest Marketing Inc. and News Media Canada.
- Interested publishers can express interest directly to Jeff Beardsworth (jeff@adcanadamedia.ca) or Kelly Levson (klevson@newsmediacanada.ca).

### Key Activities:

- Participate in six biweekly review sessions between August 15 and October 24, 2025.
- Provide direct feedback on new features and usability during each iteration release (6 iterations total).
- Collaborate with the project team on identifying bugs, feature enhancements, and user preferences.
- Contribute to shaping the product roadmap and ensuring the MVP meets operational realities.

### Time Commitment:

- July 17: PPSC Kickoff Meeting.
- July 31 to October 24: Participate in 6 biweekly releases (15 Aug, 29 Aug, 12 Sep, 26 Sep, 10 Oct, 24 Oct).
- Estimated commitment: 1–2 hours every two weeks (review platform + provide email feedback to the Local Ink development team).

### Benefits of Participation:

- Early access to the platform and new features.
- Influence how the final product works for your business.
- Complimentary 3-year subscription to the Virtual Newsstand, funded by the Heritage Canada grant.