FOR INDEPENDENT CANADIAN OUTLETS

HOW TO ADD YOUR OUTLET TO MAPLE SIGNALS

Maple Signals is a free directory and feed of Canada's independent media, left to right, with a clear profile of who runs each outlet. Once you're listed, your new videos, articles, newsletters and podcast episodes appear on the site automatically, with links back to you.

WHAT YOU'LL NEED

- **An email address** you can check right away. You sign in with a code sent to it; there's no password.
- **At least one place you publish:** a YouTube channel, a website or newsletter, or a podcast.
- **A few facts about your outlet:** where it's based, who runs it, and how it's funded.
- **About 10 minutes.**

THE FIVE STEPS

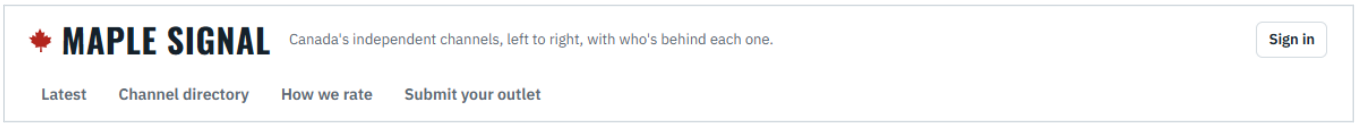
Step	What you do	Time
1	Open **www.maplesignals.ca/submit**	1 min
2	Sign in with your email and the 6-digit code we send you	1 min
3	Fill in the form: where you publish, about the outlet, transparency, contact	5–8 min
4	Send it, then track the review on the same page	—
5	Once approved, your content appears automatically	—

Listing is free, and it doesn't depend on your politics

- We list outlets from across the spectrum and hold every one to the same rules (see **www.maplesignals.ca/method**).
- We never copy full articles. We show your headline, date, your own short summary and an image, and link to you.
- Videos play in YouTube's own player, so views and ads count on your channel.

1 OPEN THE SUBMIT PAGE

Go to **www.maplesignals.ca/submit**, or click **Submit your outlet** in the menu at the top of any page (it's also in the footer).

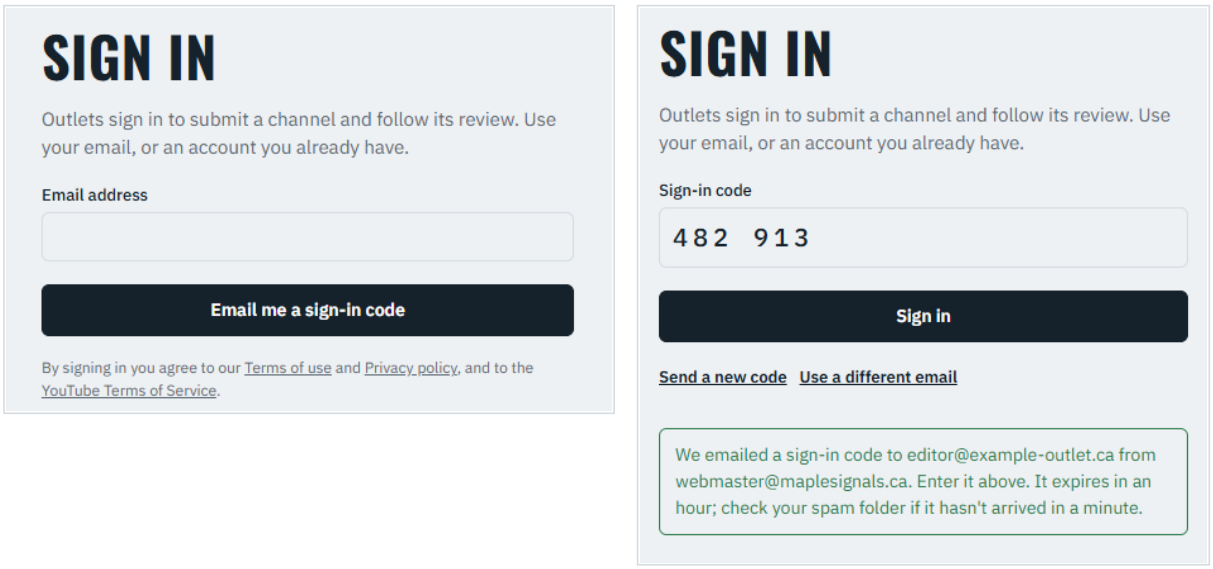


The site menu. "Submit your outlet" is on the right.

If you aren't signed in yet, the site takes you to the sign-in page first.

2 SIGN IN WITH YOUR EMAIL

Enter your email address and click **Email me a sign-in code**. Use an address your team will keep using; it's how you'll come back to check your review and make changes later.



Left: enter your email. Right: type the 6-digit code from the email (example shown).

Within a minute you'll get an email titled **"Your Maple Signals sign-in code"** from **webmaster@maplesignals.ca**. Type the code into the box and click **Sign in**.

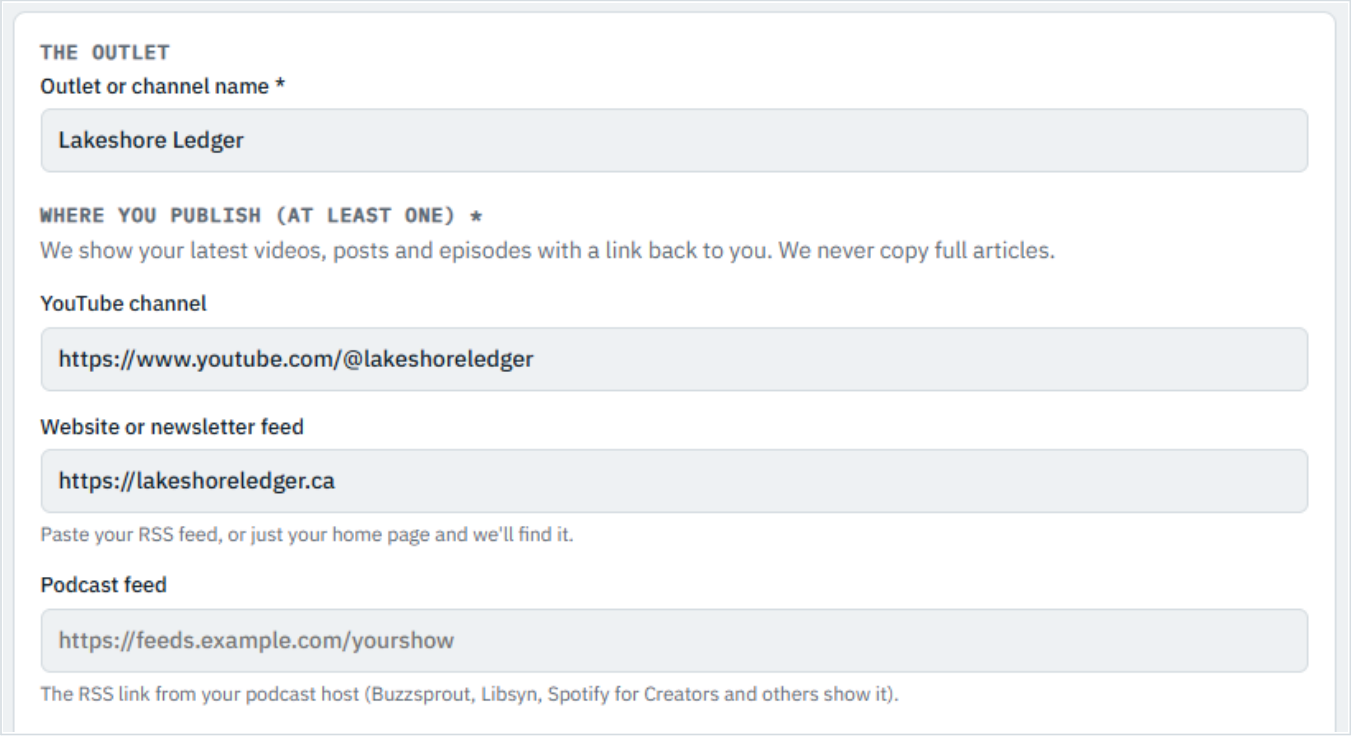
If the code doesn't arrive

- Check your spam or junk folder, and add webmaster@maplesignals.ca to your contacts.
- Codes expire after one hour and work once. Click **Send a new code** to get another.
- Wait a minute between requests; sending too many in a row is briefly blocked.

3 FILL IN THE FORM

The form has five short sections. Fields marked * are required. Screens below show an *example* outlet, "Lakeshore Ledger".

A. THE OUTLET AND WHERE YOU PUBLISH

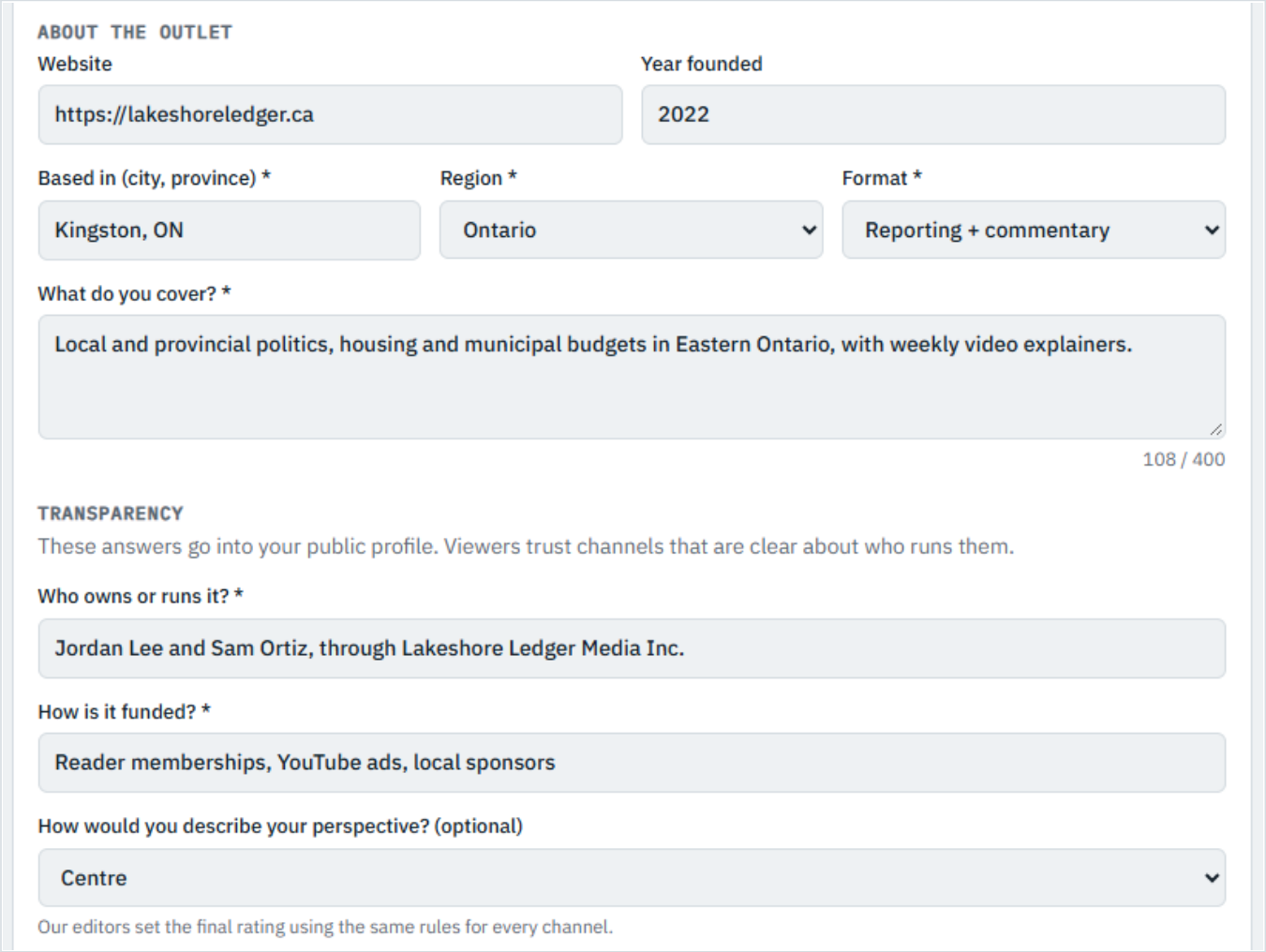


Give at least one of the three sources. You can give all three.

Field	What to enter	Example
YouTube channel	Your channel's address. Open your channel on YouTube and copy the address bar.	youtube.com/@yourchannel
Website or newsletter feed	Your RSS feed, **or just your home page**. We find the feed for you. Substack, WordPress and Ghost sites all have one.	yoursite.ca you.substack.com
Podcast feed	The RSS link from your podcast host. Look for "RSS feed" in Buzzsprout, Libsyn, Spotify for Creators, Transistor and others.	feeds.example.com/yourshow

We check each link as soon as you send the form. If one can't be read, you'll see a message next to it explaining what to fix.

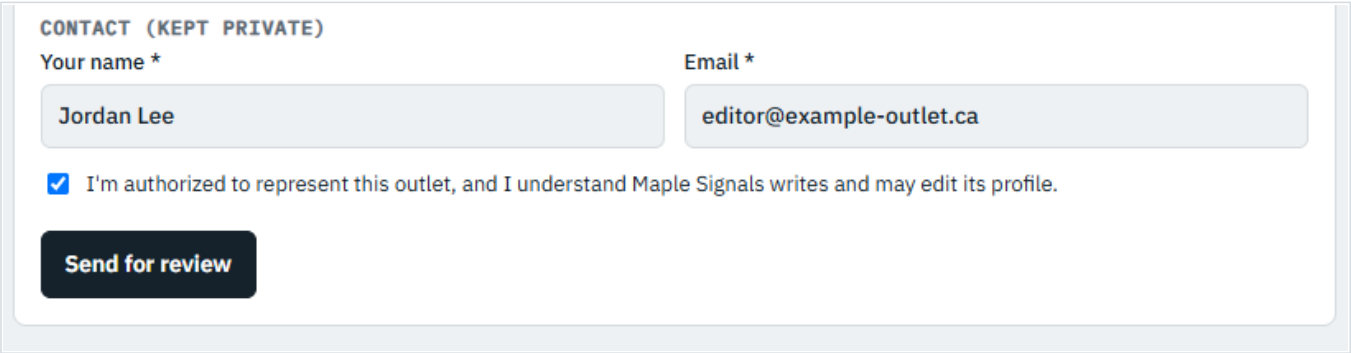
B. ABOUT THE OUTLET AND TRANSPARENCY



These answers become your public profile.

Field	Tips
Based in / Region	Your city and province, and the region you mainly cover. Choose **National** if you cover the whole country.
Format	Reporting (original interviews or documents), Commentary (opinion on the news), or a mix.
What do you cover?	Two or three plain sentences about your topics and audience. Up to 400 characters.
Who owns or runs it?	Real names, a company, or a non-profit. This is the most important answer: readers trust outlets that are clear about who is behind them.
How is it funded?	For example: YouTube ads, Patreon, memberships, grants, sponsors.
Your perspective	Optional. Our editors set the final lean rating using the same rules for everyone.

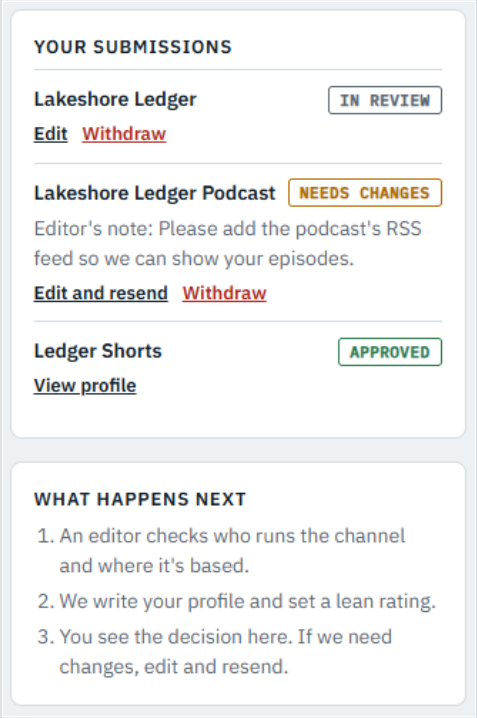
C. CONTACT AND SEND



Your contact details are kept private. Only our editors see them.

Tick the box to confirm you're authorized to represent the outlet, then click **Send for review**.

4 TRACK YOUR REVIEW



Your submission appears under **Your submissions** on the same page. Come back any time (sign in the same way) to see where it stands.

Status	What it means
IN REVIEW	An editor hasn't decided yet. You can still edit or withdraw it.
NEEDS CHANGES	Read the editor's note, click **Edit and resend**, fix it and send again.
APPROVED	You're listed. Click **View profile** to see your page.
NOT APPROVED	The editor's note explains why.

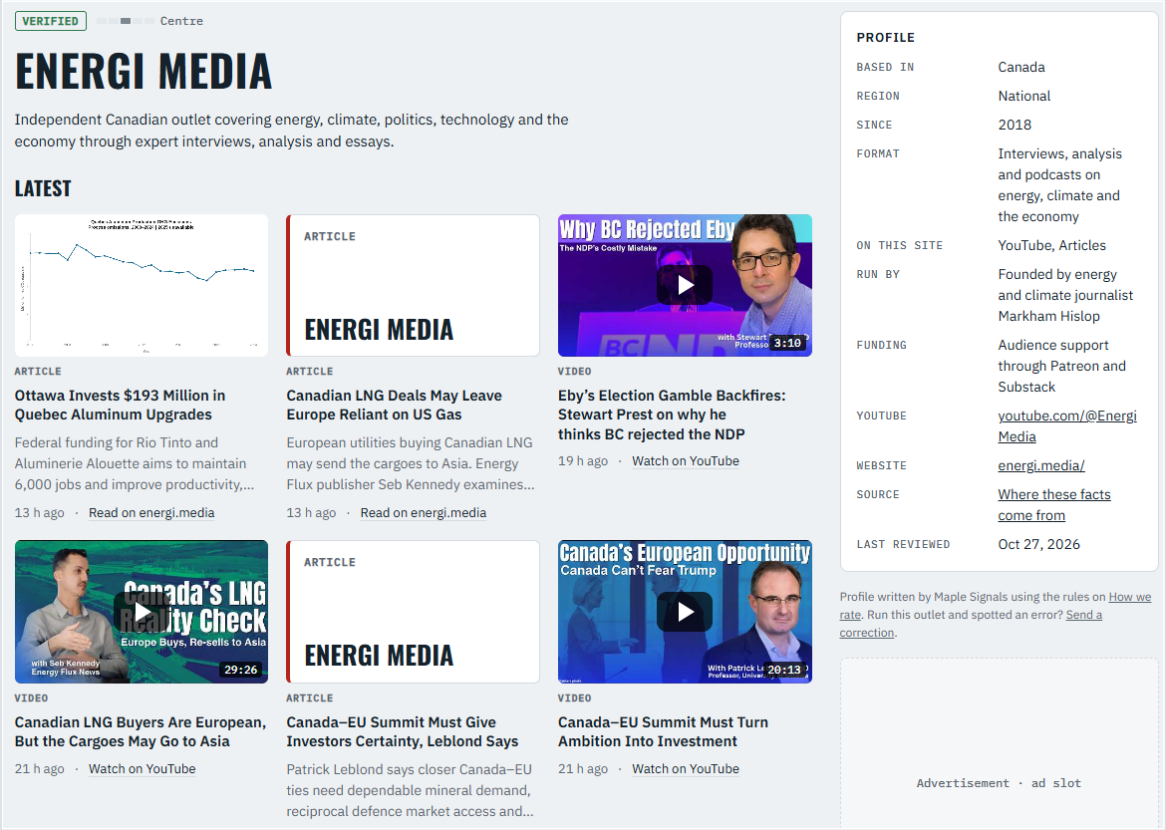
What our editors check: who runs the outlet and where it's based, that your links work, and that you cover Canada. We then write your profile and set a lean rating, from Left to Right.

Limit: each account can have up to 5 submissions in review at once.

5 YOU'RE LISTED. CONTENT APPEARS AUTOMATICALLY

- **New videos** appear within about an hour of being posted. **Articles, newsletters and podcasts** within about 30 minutes. You don't need to do anything per post.
- Your newest items show in the main feed, mixed with other outlets, and on your own profile page.
- Private videos, scheduled premieres, videos that don't allow embedding, and videos marked "Made for Kids" are left out.
- Nothing is copied or stored: if you delete a video or post, it disappears from Maple Signals at the next refresh.

WHAT YOUR PROFILE LOOKS LIKE



An approved outlet's page: verification and lean at the top, latest content, and the transparency profile on the right.

QUESTIONS

Does it cost anything?

No. Listing is free.

Do you only list one side?

No. We list independent Canadian outlets across the spectrum, and every one gets the same profile and the same rating rules.

Something in my profile is wrong.

Submit the outlet again with the corrected details and say what changed in "What do you cover?", or email webmaster@maplesignals.ca.

I have a paywall.

That's fine. Your posts are labelled "Subscribers" and link to your site.

Can I list more than one channel?

Yes. Send a separate submission for each outlet or show.

How do I get removed?

Email webmaster@maplesignals.ca from the address you signed up with.