

Novæ Res Urbis

CITY OF TORONTO EDITION

PUBLISHED BY



Advertising Rate Card 2010-001

Effective July 1, 2010

Novae Res Urbis (roughly translated from latin as “News of the City”) was first published in June of 1997 as the six former municipalities of Metropolitan Toronto came together to form the new City of Toronto.

Novae Res Urbis City of Toronto Edition is a limited circulation news service that helps important decision-makers stay current on municipal affairs in Toronto. Our subscribers read like a who’s who of city politics, real estate and development, municipal law, architecture and planning, waste management and utilities.

Novae Res Urbis City of Toronto Edition is also an influential publication with senior and mid-level staff in key city departments and public agencies.

No other publication reaches municipal movers and shakers like Novae Res Urbis City of Toronto Edition.

Timely, intelligent news about the city

Novae Res Urbis City of Toronto Edition is the most comprehensive news source on municipal government activities in Toronto. We cover topics that the daily news services overlook.

published 50 times per year. Approximately 8-10 pages per week.

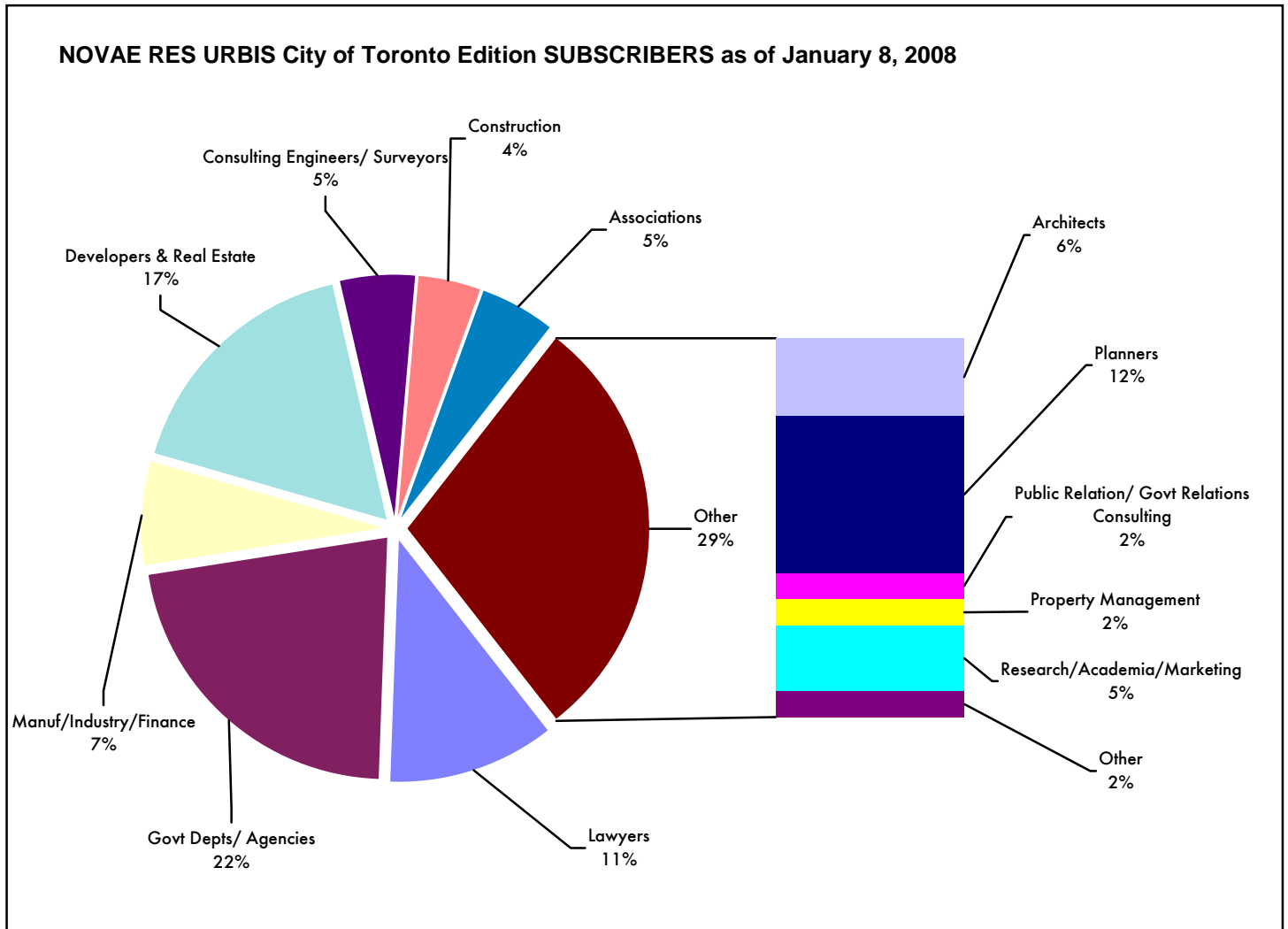
Delivered by e-mail (as an Adobe Acrobat portable display file (.pdf)) by 9 am each Friday.

60% of the editorial content is related to the development and real estate sectors, planning policy and municipal taxation issues.

Transportation, infrastructure, city politics, city people, housing, recycling and waste management, architecture, purchasing, and municipal restructuring comprise the balance of editorial content.

Subscription cost is \$249 plus HST for six months (25 issues); \$349 plus HST per year (50 issues).

Readership profile



Over 3,000 professionals read Novae Res Urbis City of Toronto Edition each week.

*310 paid subscribers with an average readership of 7.8 individuals per subscriber.

In addition, approximately 50 hand-picked individuals are sent Novae Res Urbis City of Toronto Edition each week on a 4-week complimentary subscription basis.

Readers are urban planning professionals, architects, municipal lawyers, plus executives from development, real estate financial services, management consulting, waste management sectors.

*based on subscriber information and readership survey January 2008.

Advertising specifications and rates (as of July 1, 2010)- all rates are subject to 13% HST

Sample Size No. of insertions Cost per insertion



Earlug (front page)	1 to 3	\$142
	4 to 11	\$142
	12 to 25	\$142
	26 to 49	\$142
	50	\$142

Earlug ads are 4 inches by 2.5 inches (business card size) located on either the bottom left hand column or bottom right hand column on the first page of the publication. There is a limit to one earlug per edition.



1/8 page (business card)	1 to 3	\$142
	4 to 11	\$124
	12 to 25	\$106
	26 to 49	\$ 99
	50	\$ 86

1/8 page ads are 4 inches by 2.5 inches (business card size) and are located on or after page 3 of the publication. Specific location within the publication is usually at the discretion of the editor, although advertisers can request specific locations (if available).



1/4 page (4 inches by 5 inches)	1 to 3	\$220
	4 to 11	\$188
	12 to 25	\$156
	26 to 49	\$142
	50	\$129

1/4 page ads are 4 inches wide by 5 inches tall and are located on or after page 3 of the publication. Specific location within the publication is usually at the discretion of the editor, although advertisers can request specific locations (if available).

Advertising specifications and rates continued (as of July 1, 2010)- all rates are subject to 13% HST

Sample Size No. of insertions Cost per insertion



1/3 page (4 inches by 7.5 inches)	1 to 3	\$330
	4 to 11	\$288
	12 to 25	\$256
	26 to 49	\$242
	50	\$229

1/3 page ads are 4 inches wide by 7.5 inches tall and are located on or after page 3 of the publication. Specific location within the publication is usually at the discretion of the editor, although advertisers can request specific locations (if available).

Sample



or



1/2 Page Ad

1/2 Page Ad

No. of insertions Cost per insertion

1/2 page (4 inches by 10 inches or 8 inches by 5 inches)	1 to 3	\$444
	4 to 11	\$406
	12 to 50	\$354

1/2 page ads can be either 4 inches wide by 10 inches tall (column) or 8 inches wide by 5 inches tall (block) and are located on or after page 3 of the publication. Specific location within the publication is usually at the discretion of the editor, although advertisers can request specific locations (if available).

No. of insertions Cost per insertion

Full page (8 inches x 10 inches)	1 to 50	\$1,025
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Full page ads are 8 inches wide by 10 inches tall and are located on the last page of the publication. There is a limit to one full page ad per edition.

Ad dimensions

Ad dimensions stated in this rate card are based on the size of the ad measured in the original layout of the graphics program. Production of the publication by portable display file format may vary the actual output size.

Colour and dark background images

Colour is permitted and is visual when viewing portable display file versions on computers, but in most cases will be printed by users in black & white using standard black tone printers. Advertisers are discouraged from designing dark or black background images with small white text as it sometimes creates visual difficulties when printing to black toner printers.

Discounts

Discounts to the cost per insertion are available in the following circumstances:

- Government departments and other governmental organizations- deduct 5%
- Non-profit/charity organizations- deduct 15%
- Advertisers can apply the same artwork and placement deduction on orders involving cross-publication insertions in the sister publication of *Novae Res Urbis Greater Toronto Area Edition*.

Other Conditions

- No advertising is permitted on page 2 of the publication.
- No more than one earlug (front page) insert is permitted in each edition.
- No more than one full page insert is permitted in each edition.

Deadlines

Receipt of advertising insert order is due by 5:00 PM Monday of the week of the publication. Material is required by 12 NOON Wednesday of the week of the publication. Contact Kristine Janzen, Circulation and Sales Manager at 416-260-1304 or kristinej@nrupublishing.com for insertion orders or other ad related inquiries.

Insert Order Forms, Ad Proofs & Billing Information

Insert orders will be sent by e-mail (in pdf) to advertisers outlining ad size, rate, date(s) of insertion, applicable discounts, applicable HST and total costs. Ad proofs will be sent by e-mail (in pdf) for artwork confirmation. Insert orders must be confirmed by advertiser and faxed back to NRU Publishing Inc. (416-979-2707) by the Monday deadline. Ad proofs should be approved by the Wednesday deadline. Once insert order and proofs have been confirmed by the advertiser, an invoice will be generated by NRU Publishing for the order and sent to advertiser by post. Payment to NRU Publishing Inc. is due within 30 days of the date of the invoice.

Technical requirements

Graphic material should be supplied as .JPEG .TIF or .BITMAP and can be embedded in a word document file which can be e-mailed or supplied on a PC compatible diskette. Half-tones and photographs should not be used. Logos and artwork should be saved at a scale/size to be used in final advertisement at 300 dpi resolution. Contact Jeff Payette, Graphic Co-ordinator at 416-260-1304 or jeffp@nrupublishing.com regarding technical requirements.

Disclaimer

Client assumes all liability for content if any advertisement/ insert and agrees to indemnify NRU Publishing Inc. and their employees from any claims that arise therefore including the solicitor and client costs and disbursements plus applicable taxes thereon of defending such claims.