

Novæ Res Urbis VANCOUVER EDITION Advertising Rate Card

2011-001
Effective June 20,
2011



Novæ Res Urbis (roughly translated from Latin as “News of the City”) was first published in Toronto in June 1997 as the six former municipalities of Metropolitan Toronto came together to form the new City of Toronto. *Novæ Res Urbis Vancouver Edition* is a limited circulation news service that helps important decision-makers stay current on municipal affairs in the City of Vancouver, and was first published in June 2011.

Timely, intelligent news about the city

Novæ Res Urbis Vancouver Edition is the most comprehensive news source on municipal government activities in the City of Vancouver, as well as limited coverage in the surrounding municipalities. We cover topics that the daily news services overlook.

- Published 45 times per year, approximately eight to ten pages per week.
- Delivered by e-mail (as an Adobe Acrobat portable display file (.pdf)) by 9 am PST each Monday.
- (need to insert % of content).

Content

- Municipal Affairs
- Architecture
- Development news
- Urban planning
- Design review
- Urban politics
- Transportation
- Infrastructure
- Urban policy

Cost

\$229 plus HST for six months

\$315 plus HST per year.

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Advertising specifications and rates, as of June 20, 2011

All rates are subject to 12% HST (BC)

EARLUG (FRONT PAGE) EXAMPLE

Happy New Year from NRU Publishing

Novæ Res Urbis

Money talks in Toronto 2007

AD HERE

Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 2.5" tall	1-3	\$162
4" wide 2.5" tall	4-8	\$162
4" wide 2.5" tall	9-22	\$162
4" wide 2.5" tall	23-44	\$162
4" wide 2.5" tall	45	\$162

Location: right hand column on the first page of the publication.

Notes: There is a limit to one earlug per edition.

BUSINESS CARD SIZE AD (1/8 PAGE) EXAMPLE

2007 Year in Review

AD HERE

Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 2.5" tall	1-3	\$162
4" wide 2.5" tall	4-8	\$142
4" wide 2.5" tall	9-22	\$122
4" wide 2.5" tall	23-44	\$114
4" wide 2.5" tall	45	\$99

Location: On, or after page three of the publication. Specific location within the publication is at the discretion of the editor, although advertisers can request specific locations subject to availability.

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QUARTER PAGE EXAMPLE

STANDING COMMITTEE AGENDAS

EXECUTIVE COMMITTEE

The Executive Committee will consider the following at its meeting on Tuesday, June 21 at 10:00 a.m. in Council Chamber 1000.

AGENDA:

1. Report on the status of the 2011-12 budget

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 budget. The report will include information on the current financial position of the City, the status of the 2011-12 budget, and the impact of the 2011-12 budget on the City's operations.

2. Report on the status of the 2011-12 capital budget

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 capital budget. The report will include information on the current financial position of the City, the status of the 2011-12 capital budget, and the impact of the 2011-12 capital budget on the City's operations.

3. Report on the status of the 2011-12 operating budget

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 operating budget. The report will include information on the current financial position of the City, the status of the 2011-12 operating budget, and the impact of the 2011-12 operating budget on the City's operations.

4. Report on the status of the 2011-12 debt management plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 debt management plan. The report will include information on the current financial position of the City, the status of the 2011-12 debt management plan, and the impact of the 2011-12 debt management plan on the City's operations.

5. Report on the status of the 2011-12 pension plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 pension plan. The report will include information on the current financial position of the City, the status of the 2011-12 pension plan, and the impact of the 2011-12 pension plan on the City's operations.

6. Report on the status of the 2011-12 human resources plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 human resources plan. The report will include information on the current financial position of the City, the status of the 2011-12 human resources plan, and the impact of the 2011-12 human resources plan on the City's operations.

7. Report on the status of the 2011-12 information technology plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 information technology plan. The report will include information on the current financial position of the City, the status of the 2011-12 information technology plan, and the impact of the 2011-12 information technology plan on the City's operations.

8. Report on the status of the 2011-12 environmental plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 environmental plan. The report will include information on the current financial position of the City, the status of the 2011-12 environmental plan, and the impact of the 2011-12 environmental plan on the City's operations.

9. Report on the status of the 2011-12 social services plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 social services plan. The report will include information on the current financial position of the City, the status of the 2011-12 social services plan, and the impact of the 2011-12 social services plan on the City's operations.

10. Report on the status of the 2011-12 housing plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 housing plan. The report will include information on the current financial position of the City, the status of the 2011-12 housing plan, and the impact of the 2011-12 housing plan on the City's operations.

11. Report on the status of the 2011-12 transportation plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 transportation plan. The report will include information on the current financial position of the City, the status of the 2011-12 transportation plan, and the impact of the 2011-12 transportation plan on the City's operations.

12. Report on the status of the 2011-12 cultural plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 cultural plan. The report will include information on the current financial position of the City, the status of the 2011-12 cultural plan, and the impact of the 2011-12 cultural plan on the City's operations.

13. Report on the status of the 2011-12 recreation plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 recreation plan. The report will include information on the current financial position of the City, the status of the 2011-12 recreation plan, and the impact of the 2011-12 recreation plan on the City's operations.

14. Report on the status of the 2011-12 parks and recreation plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 parks and recreation plan. The report will include information on the current financial position of the City, the status of the 2011-12 parks and recreation plan, and the impact of the 2011-12 parks and recreation plan on the City's operations.

15. Report on the status of the 2011-12 public works plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public works plan. The report will include information on the current financial position of the City, the status of the 2011-12 public works plan, and the impact of the 2011-12 public works plan on the City's operations.

16. Report on the status of the 2011-12 public safety plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public safety plan. The report will include information on the current financial position of the City, the status of the 2011-12 public safety plan, and the impact of the 2011-12 public safety plan on the City's operations.

17. Report on the status of the 2011-12 public health plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public health plan. The report will include information on the current financial position of the City, the status of the 2011-12 public health plan, and the impact of the 2011-12 public health plan on the City's operations.

18. Report on the status of the 2011-12 public housing plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public housing plan. The report will include information on the current financial position of the City, the status of the 2011-12 public housing plan, and the impact of the 2011-12 public housing plan on the City's operations.

19. Report on the status of the 2011-12 public transit plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public transit plan. The report will include information on the current financial position of the City, the status of the 2011-12 public transit plan, and the impact of the 2011-12 public transit plan on the City's operations.

20. Report on the status of the 2011-12 public infrastructure plan

The Executive Committee will receive a report from the Chief Financial Officer on the status of the 2011-12 public infrastructure plan. The report will include information on the current financial position of the City, the status of the 2011-12 public infrastructure plan, and the impact of the 2011-12 public infrastructure plan on the City's operations.

AD HERE

Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 5" tall	1-3	\$250
4" wide 5" tall	4-8	\$215
4" wide 5" tall	9-22	\$180
4" wide 5" tall	23-44	\$160
4" wide 5" tall	45	\$149

Location: On, or after page three of the publication. Specific location within the publication is at the discretion of the editor, although advertisers can request specific locations subject to availability.

THIRD PAGE EXAMPLE

2007 Year in Review

The City of Vancouver has had a successful year in 2007. We have achieved many milestones and set new records. Our financial performance was strong, and we have made significant progress in our strategic plan. We are proud of the work we have done and look forward to continuing our efforts in 2008.

NOT READING

The City of Vancouver has had a successful year in 2007. We have achieved many milestones and set new records. Our financial performance was strong, and we have made significant progress in our strategic plan. We are proud of the work we have done and look forward to continuing our efforts in 2008.

Development and 2008 issues

The City of Vancouver has had a successful year in 2007. We have achieved many milestones and set new records. Our financial performance was strong, and we have made significant progress in our strategic plan. We are proud of the work we have done and look forward to continuing our efforts in 2008.

AD HERE

Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 7.5" tall	1-3	\$380
4" wide 7.5" tall	4-8	\$330
4" wide 7.5" tall	9-22	\$294
4" wide 7.5" tall	23-44	\$278
4" wide 7.5" tall	45	\$260

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HALF PAGE EXAMPLE

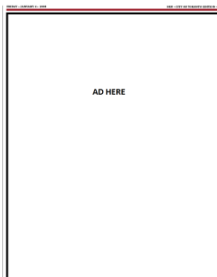


OR



Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 10" tall OR 8" wide 5" tall	1-3	\$510
4" wide 10" tall OR 8" wide 5" tall	4-8	\$466
4" wide 10" tall OR 8" wide 5" tall	9-45	\$408
Location: On, or after page three of the publication. Specific location within the publication is at the discretion of the editor, although advertisers can request specific locations subject to availability.		

FULL PAGE EXAMPLE



EXAMPLE

Full page ads are 8 inches wide by 10 inches tall and are located on the last page of the publication

Cost per ad: \$1,178.00

Notes: There is a limit to one full page ad per edition.

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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.

Ad Design Fee

If ad artwork is to be designed by NRU Publishing's Graphic Co-ordinator, a flat \$200 plus HST (BC) per artwork design will be added to the cost of the insertion request. Artwork that is provided by the customer will not be subject to a design fee (see technical requirements below).

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%

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 2:00 PM (PST) Wednesday of the week prior to the publication. Material is required by 2:00 PM (PST) Friday of the week prior to the publication. Contact Kristine Janzen, Circulation and Sales Manager toll free at 1-855-360-1304 or kristinej@nrupublishing.com for insertion orders or other ad related inquiries. If material is not supplied and orders are not confirmed in writing by customers by these deadlines, NRU Publishing cannot ensure that the ad will run on the scheduled edition(s).

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(BC) and total costs. Ad proofs will be sent by e-mail (in pdf) for artwork confirmation. Insert orders must be confirmed by advertiser and emailed back to NRU Publishing Inc. by the Wednesday deadline. Ad proofs should be approved by the Friday 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 email or post. Payment to NRU Publishing Inc. is due within 30 days of the date of the invoice.

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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 toll free at 1-855-360-1304 or jeffp@nrupublishing.com regarding technical requirements. If artwork is to be designed by NRU Publishing's Graphic Co-ordinator, then the order will be subject to an artwork design fee (see ad design fee above).

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.