

Novæ Res Urbis—CITY OF TORONTO
EDITION
Advertising Rate Card

2011–001

Effective January 1, 2011



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

Timely, intelligent news about the city

Novæ 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 eight to ten pages per week.
- Delivered by e-mail (as an Adobe Acrobat portable display file (.pdf)) by 9 am each Friday.
- 60 per cent of the editorial content is related to the development and real estate sectors, planning policy and municipal taxation issues.

Content

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|---|--------------------|-----------------------------|
| • Council & Standing Committee Agendas | • Transportation | • Architecture |
| • Council & Standing Committee Meetings | • Infrastructure | • Urban Design |
| | • City people | • Purchasing |
| | • Housing | • Municipal Reorganizations |
| | • Recycling | |
| | • Waste management | |

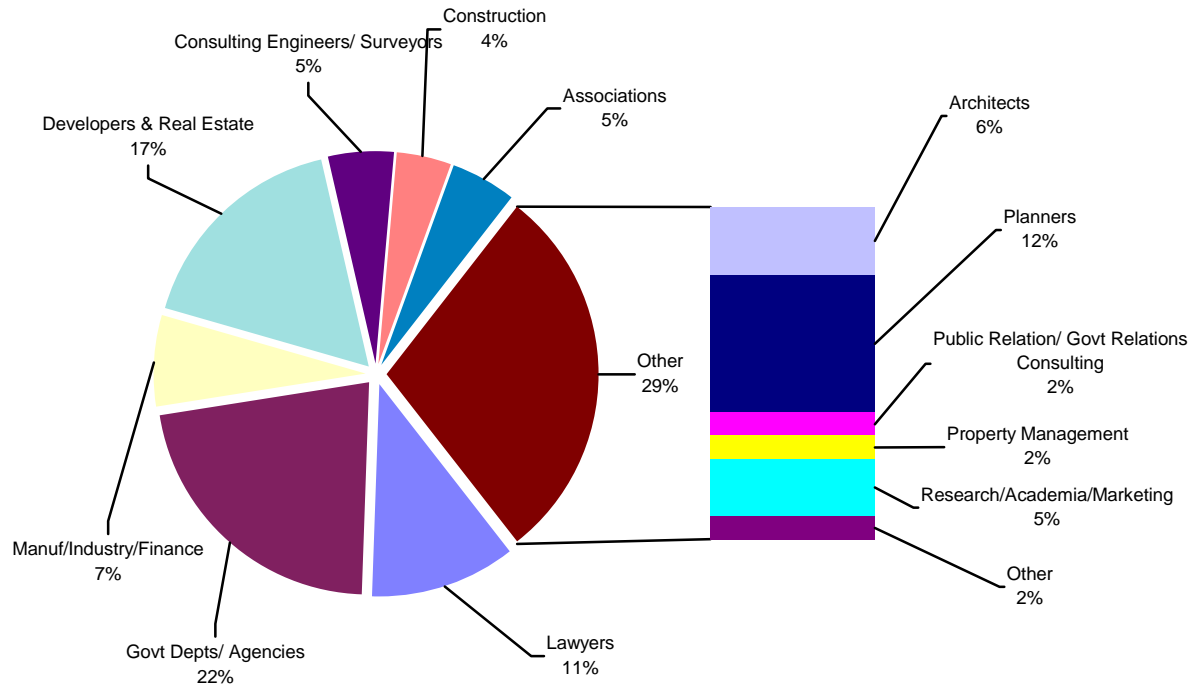
Cost

\$249 plus HST for six months (25 issues)

\$349 plus HST per year (50 issues).

Readership profile

NOVAE RES URBIS City of Toronto Edition SUBSCRIBERS as of January 8, 2008



- Over 3,000 professionals read *Novæ Res Urbis—City of Toronto Edition* each week.
- *310 paid subscribers with an average readership of 7.8 individuals per subscriber.
- Approximately 50 hand-picked individuals are sent *Novæ 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 conducted in January 2008.

All rates are subject to 13% HST

EARLUG (FRONT PAGE) EXAMPLE



Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 2.5" tall	1-3	\$162
4" wide 2.5" tall	4-11	\$162
4" wide 2.5" tall	12-25	\$162
4" wide 2.5" tall	26-49	\$162
4" wide 2.5" tall	50	\$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



Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 2.5" tall	1-3	\$162
4" wide 2.5" tall	4-11	\$142
4" wide 2.5" tall	12-25	\$122
4" wide 2.5" tall	26-49	\$114
4" wide 2.5" tall	50	\$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.

QUARTER PAGE AD (1 / 4 PAGE) EXAMPLE



Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 5" tall	1-3	\$250
4" wide 5" tall	4-11	\$215
4" wide 5" tall	12-25	\$180
4" wide 5" tall	26-49	\$160
4" wide 5" tall	50	\$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 (1/3 PAGE)
EXAMPLE**



Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 7.5" tall	1-3	\$380
4" wide 7.5" tall	4-11	\$330
4" wide 7.5" tall	12-25	\$294
4" wide 7.5" tall	26-49	\$278
4" wide 7.5" tall	50	\$260

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.

**HALF PAGE (1/2 PAGE)
EXAMPLE**



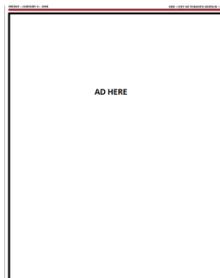
Size	Number of Ad Inserts	Cost per Ad Insert
4" wide 10" tall OR 8" wide 5" tall	1-3	\$510
4" wide 10" tall OR 8" wide 5" tall	4-11	\$466
4" wide 10" tall OR 8" wide 5" tall	12-50	\$408

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.

OR



**FULL PAGE
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

Note: 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.

Artwork based on .pdf version

Artwork that is confirmed by the advertiser shall be based on the version depicted in the .pdf file version, which may vary depending on computer screens.

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 or errors when printing to or viewing on a computer screen.

Ad Design Fee

If ad artwork is to be designed by NRU Publishing's Graphic Co-ordinator, a flat \$200 plus HST 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%
- 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. 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 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. 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.