

## advertising rate card

Effective

November 1, 2018



### Background

*Novae Res Urbis—Greater Toronto and Hamilton Area* (formerly *GTA Municipal News*, *GTA/905 Development News*, and *Greater Toronto Area Edition*) was first published in June 1998 to cover planning, development and transportation issues in the four regions (Halton, Peel, York, and Durham) and their 24 respective, local municipalities (Burlington, Oakville, Milton, Halton Hills, Brampton, Caledon, Mississauga, Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Vaughan, Whitchurch-Stouffville, Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, Uxbridge, and Whitby) and the City of Hamilton, as well as more coverage of the Greater Golden Horseshoe, including Niagara Region and Simcoe County.

The list of paid subscribers to *Novae Res Urbis— Greater Toronto and Hamilton Area* is a ‘who’s who’ of municipal politics, real estate, development, municipal law, architecture, and land use planning. The publication is also an influential with senior and mid-level staff in key municipal and regional departments.

- Local Council & Standing Committee Agendas
- Local Council Standing Committee Briefs
- Development Applications
- Planning Policy Issues
- Transportation
- Infrastructure
- GT&HA People
- Housing
- Municipal Financing
- Architecture
- Urban Design
- Purchasing
- Local Planning Appeal Tribunal Decisions

### Content

#### Publication Schedule and Subscriptions

*Novae Res Urbis— Greater Toronto and Hamilton Area* is published weekly, 50 times a year, and is delivered via email on Wednesday mornings by 9 am to paid subscribers. Each edition is approximately seven to ten pages per week.

Subscriptions are available on a 3-month trial (12 issues), 6-month (25 issues), 1 year (50 issues), or 2 years (100 issues) basis. The current annual subscription cost is \$409.00 plus HST (Ontario) per year.

### Readership Profile

- Over 3,500 professionals read *Novae Res Urbis– Greater Toronto and Hamilton Area* each week.
- 370 paid subscribers with an average readership of 7.8 individuals per subscriber.
- Approximately 50 hand-picked individuals are sent *Novae Res Urbis-Greater Toronto and Hamilton Area* 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, and management consulting.

### Types of Advertisers & Advertising

Unlike the general daily newspapers or news magazines, as a news service *Novae Res Urbis– Greater Toronto and Hamilton Area* is designed to address a specific readership market and has the advantage of being selective in the types advertising we permit. This also allows us to be more competitive with our advertising pricing than the dailies, while effectively targeting the market that our advertisers are trying to reach . The following represents both the types of advertisers and the types of advertisements that are typically found in *Novae Res Urbis– Greater Toronto and Hamilton Area*.

- Municipal Law Firms
- Development Companies
- Real Estate Firms
- Planning Consultants
- Land Economists
- Regions and Municipalities
- Provincial and Federal Agencies
- Real Estate Properties For Sale
- New Job Postings
- New Appointments
- Public Application Notices
- Public Meeting Notices
- Conferences & Seminars
- New Publications
- Requests For Proposal & Requests For Qualifications
- Event Notices
- Related Business References
- Government Advertising
- Non-profit Advertising
- Land Development Opportunities

### What some people are saying about *Novae Res Urbis– Greater Toronto and Hamilton Area*:

*“Informative and informed peek behind the scenes.”*

*“NRU regularly scoops major media outlets and...frequently their stories are used unacknowledged as platforms for articles.”*

## ADVERTISING PLACEMENT SIZES, LOCATIONS AND INSERTION RATES

In addition to providing a valuable news source for those interested in municipal affairs and urban planning, *Novae Res Urbis-Greater Toronto and Hamilton Area* provides an opportunity for businesses to connect and promote vis-à-vis direct market advertising. *Novae Res Urbis- Greater Toronto and Hamilton Area* offers limited advertising in each weekly edition based on the following advertising placement sizes, locations and rates:

### EARLUG (FRONT PAGE)



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
2.75" wide by 0.75" tall	1 to 3	\$222.00
2.75" wide by 0.75" tall	4 to 11	\$222.00
2.75" wide by 0.75" tall	12 to 25	inquire
2.75" wide by 0.75" tall	26 to 49	inquire
2.75" wide by 0.75" tall	50	inquire

**Location:** Restricted to the top right side on the first page banner. For inquiries call Irena Kohn at 416-260-1304.

**Restrictions:** There is a limit to one (1) earlug per edition.

### BUSINESS CARD SIZE (1/8 PAGE)



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 2.5" tall	1 to 3	\$222.00
4" wide by 2.5" tall	4 to 11	\$204.00
4" wide by 2.5" tall	12 to 25	\$186.00
4" wide by 2.5" tall	26 to 49	\$169.00
4" wide by 2.5" tall	50	\$146.00

**Location:** On, or after page 3 of the publication. Specific location within the publication is at the discretion of the editor, although advertisers may request specific locations, subject to availability.

**Restrictions:** None

### ONE QUARTER PAGE SIZE (1/4 PAGE)

#### PEEL PRIORITIES

There are no specific projects fully designed or funded. The plan for the province for all-day two-way service on Mississauga's GO Transit line, have gone unannounced.

"Despite having the second highest number of GO Transit stations in the province, serving over 20,000 passengers per day and supporting over 7,000 jobs, the province has not yet committed to funding all-day two-way GO service on the Milton line," said Councillor.

The province has stated that it will continue to push for expanded service, adding it is essential to the city's "long-term growth and economic competitiveness."

With regards to the Thompson area, Councillor Jeffery is pressing against Brown and 50-year veteran councillor John Spagnoli. Brown obtained the mayor's seat after Preston Ding Beal in a surprise election, defeating the incumbent John Spagnoli.

"I don't see any signs of progress in the city, but I think it is important to have someone who will represent the city's interests," said Jeffery.

"Thompson is at a very important juncture - we need to get the necessary funding to get better healthcare, we need to get better education, we need to get better infrastructure, we need to get better transportation, we need to get better housing, we need to get better services, we need to get better jobs, we need to get better opportunities, we need to get better results."

**TOP 7 REASONS TO ENGAGE US**

- EXPERIENCE IN PLANNING AND DEVELOPMENT
- STRONG NETWORK OF PROFESSIONALS
- PROVEN TRACK RECORD
- INTEGRITY AND TRANSPARENCY
- INNOVATIVE SOLUTIONS
- CLIENT-CENTRIC APPROACH
- COMMITMENT TO EXCELLENCE

Ready, Set, Let's Get To Work!

100 Avenue Road, Toronto, Ontario M5R 2C4  
416.593.5218  
info@airdberlis.com

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 5" tall	1 to 3	\$320.00
4" wide by 5" tall	4 to 11	\$275.00
4" wide by 5" tall	12 to 25	\$240.00
4" wide by 5" tall	26 to 49	\$220.00
4" wide by 5" tall	50	\$209.00

**Location:** On, or after page 3 of the publication. Specific location within the publication is at the discretion of the editor, although advertisers may request specific locations, subject to availability.

**Restrictions:** None. Any ad between 2.6" and 5" tall will be considered a 1/4 page ad size.

### ONE THIRD PAGE SIZE (1/3 PAGE)

#### DOWNTOWN REVITALIZATION

would retain ownership of all the buildings and would determine which should be leased or sold.

"The town would then lead the development, allowing the building and being the catalyst for investment in the downtown," said Councillor.

"These mixed-use buildings would be great to get people living and working in the downtown rather than just visiting," said Milina BIA executive director Rachel Mandelstam.

A key challenge in adding density to Milton's downtown is that a large portion of the land is on a flood plain, limiting the size and scope of development in certain areas. The town-owned sites are outside the flood plain boundary and would facilitate additional fast-track to build

where the town built in. "You can't see it," said local and regional councillor Colin Bock.

"Milton's economic development and strategic initiatives director Andrew Mikula said the town would seek a property management firm to manage future tenants.

"The end of the redevelopment is expected to be \$82 million.

"We are looking at three to five years for the whole thing to come together, but we authorized staff to look at the implications to see if there are any other options because we don't want taxpayers to fund the whole thing," said Bock.

**Peter Van Loan is Back!**

**DELIVERING RESULTS**

Peter has resumed his practice in planning and development law after more than a decade in Parliament. He is now ready to get results for your business.

- Experience:** 17 years of planning law experience, including projects like Vaughan Mills and Greenwood Square Park.
- Expertise:** MSc in Planning and 30 years as Adjunct Professor of Land Use Planning.
- Achievements:** Canada's longest-serving Conservative Government House Leader.

Public sector: in-depth knowledge of government as former federal cabinet minister and former President of the PC Party (Ontario and Canada).

Contact Peter for advice and advocacy on all land use planning and development law matters.

**Peter Van Loan**  
Partner | 416.593.5218 | pvanloan@airdberlis.com

**AIRD BERLIS** | airdberlis.com

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 7.5" tall	1 to 3	\$440.00
4" wide by 7.5" tall	4 to 11	\$390.00
4" wide by 7.5" tall	12 to 25	\$354.00
4" wide by 7.5" tall	26 to 49	\$328.00
4" wide by 7.5" tall	50	\$320.00

**Location:** On, or after page 3 of the publication. Specific location within the publication is at the discretion of the editor, although advertisers may request specific locations, subject to availability.

**Restrictions:** None. Any ad between 5.1" and 7.5" tall will be considered a 1/3 page ad size.

### ONE HALF PAGE SIZE (1/2 PAGE)



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 10" tall OR 8" wide by 5" tall	1 to 3	\$570.00
4" wide by 10" tall OR 8" wide by 5" tall	4 to 11	\$526.00
4" wide by 10" tall OR 8" wide by 5" tall	12 to 50	\$468.00

**Location:** On, or after page 3 of the publication. Specific location within the publication is at the discretion of the editor, although advertisers may request specific locations, subject to availability.

**Restrictions:** None. Any ad between 4" wide by 7.6" and 10" tall will be considered a 1/2 page ad size. Any ad between 8" wide by 2.5" and 5" tall will be considered a 1/2 page ad size.

### ONE FULL PAGE SIZE



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
8" wide by 10" tall	1 to 50	\$1,400.00

**Location:** On the last page of the publication.

**Restrictions:** There is a limit of 1 full page ad per edition.

**OTHER IMPORTANT INFORMATION TO NOTE****Advertisement Dimensions**

Ad dimensions stated in this rate card are based on the size of the advertisement measured in the original layout of the graphics program. Production of the publication by portable display file (pdf) format may vary the actual output size when printed or viewed on a computer screen.

**Artwork Based on Portable Display File 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 Images when viewing from printed versions of the newsletter**

Note that many of our subscribers still print the newsletters for internal circulation and most of them print in black and white using a standard black tone printer, therefore ads with small, white print on dark backgrounds can be difficult to view in print.

**Advertising Design Fee Applicable in Certain Circumstances**

If advertising artwork is to be designed by NRU Publishing's Graphic Co-ordinator, a flat fee of \$240 plus applicable taxes 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 on page 8 of the rate card).

**Applicable Discounts**

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

- Government departments and other government organizations—deduct 5%
- Non-profit/ charity organizations—deduct 15% (Note: Proof of non-profit/ charitable status may be required before deduction can be granted)
- Advertisers can apply the same artwork and placement deduction on orders involving cross-publication insertions in the sister publications of *Novae Res Urbis—Toronto*

### OTHER IMPORTANT INFORMATION TO NOTE (Continued)

#### Other Conditions

- No advertising is permitted on page 2 of the publication (considered the “banner” page).
- As noted on page 3 of the rate card, no more than one earlug (front page) insert is permitted in each edition.
- As noted on page 5 of the rate card, no more than one full page advertising insertion is permitted in each edition.

#### Deadlines

Receipt of a **confirmed signed** “advertising insertion order” is due by 5:00 p.m. (EST) Monday of the week of the publication.

Contact **Irena Kohn**, Sales & Circulation Manager at **416-260-1304** or [irenak@nrupublishing.com](mailto:irenak@nrupublishing.com) for insertion orders or other advertising related inquiries. If materials are not supplied and orders are not confirmed in writing or by email by customers by these deadlines, NRU Publishing cannot ensure that the advertisement will run in the scheduled edition(s).

#### Insertion Order Forms, Advertising Proofs & Billing Information

An insertion order form will be sent by e-mail (in pdf) to advertisers outlining the insertion date(s), the publication name, the advertisement description, size, rate, applicable discounts, applicable HST and total costs. To confirm booking of the requested space, insertion orders must be confirmed by authorized signature of the advertiser and scanned and emailed or faxed back to NRU Publishing Inc. to [irenak@nrupublishing.com](mailto:irenak@nrupublishing.com) or 416-979-2707 by 5:00 p.m. (EST) Monday of the week of the publication. Advertisers wishing to review a proof of their ad before publication must submit their finished art no later than by 5:00 p.m. (EST) Wednesday of the week *prior* of the publication. An invoice will be generated by NRU Publishing for the order and sent to the advertiser by *email* after the first run of the ad. A copy of the first run of the ad will accompany the invoice. Payment to NRU Publishing Inc. is due within 30 days of the date of the invoice. All advertising rates noted in this rate card are subject to 13% Ontario Harmonized Sales Tax (HST).

**OTHER IMPORTANT INFORMATION TO NOTE (Continued)****Technical Requirements**

Graphic material can be supplied as **JPEGs @ 300 dpi** , but **.PDF format is preferable**. Text with .JPEGs will not be recognized as a web link. Advertising supplied in Microsoft Word files are accepted, but note that these types of files can be susceptible to formatting issues when converting from Microsoft Word to .PDFs. Logos and artwork should be saved at a scale/size to be used in the final advertisement at a **300 dpi** resolution.

With regards to hyperlinks in ads, note that .PDFs recognize properly formatted web addresses (e.g. [www.companyname.com](http://www.companyname.com)). **No other format should be used** (e.g. [companyname.com](http://companyname.com)). Email addresses in ads should also be properly formatted (e.g. [firstname.lastname@companyname.com](mailto:firstname.lastname@companyname.com)). Files with text converted to outlines do not recognize web addresses or email addresses.

Advertisers requiring additional “button links” or other additional “web links” in their ads are limited to **2 links per ad**.

Advertisers are asked to not include **bit.ly** files (URL shorteners) in their ads as these will interfere with the proper distribution of the publication. Most spam filters are adjusted to block entry of files containing URL shorteners.

Contact **Jeff Payette**, Graphic Co-ordinator at **416-260-1304** or [jeffp@nrupublishing.com](mailto:jeffp@nrupublishing.com) regarding technical requirements. If artwork is to be designed by NRU Publishing’s Graphic Co-ordinator, then the insertion order will be subject to an artwork design fee (see page 6 of this rate card).

**Disclaimer**

The advertiser (the client) assumes all liability for content of any advertisement/ insertion and agrees to indemnify NRU Publishing Inc. and its employees from any claims that arise therefore including the solicitor and client costs and disbursements plus applicable taxes thereon of defending such claims.

Ian Graham  
Publisher  
NRU Publishing Inc.  
[iang@nrupublishing.com](mailto:iang@nrupublishing.com)  
November 1, 2018