

advertising rate card

Effective

November 1, 2018



Background

Novae Res Urbis—Toronto was first published in June 1997 and focuses on helping decision-makers stay current on municipal affairs in the City of Toronto. An influential publication among city hall staff, it provides useful and up-to-date information on municipal issues such as real estate and development, municipal law, architecture and planning, waste management and utilities.

Designed to give readers inside professional knowledge and a ‘heads up’ news service, our mission is to provide well-written articles on significant issues in areas relating to planning and municipal affairs in the City of Toronto.

The list of paid subscribers to *Novae Res Urbis— Toronto* is a ‘who’s who’ of city politics, real estate development, municipal law, architecture, planning, public engagement, engineering, transportation, environment, waste management utilities, sustainability, industry and civic associations, academia and urban research.

Content

- Council & Standing Committee Agendas
- Council & Standing Committee Meetings
- Development Applications
- Planning Policy Issues
- Transportation
- Infrastructure
- City people
- Housing
- Municipal Financing
- Architecture
- Urban Design
- Purchasing
- Local Planning Appeal Tribunal and Toronto Local Appeal Body Decisions

Publication Schedule and Subscriptions

Novae Res Urbis— Toronto is published weekly, 50 times a year, and is delivered via email on Friday 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 3,000 professionals read *Novae Res Urbis– Toronto* each week.
- 340 paid subscribers with an average readership of 7.8 individuals per subscriber.
- Approximately 50 hand-picked individuals are sent *Novae Res Urbis– Toronto* 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– Toronto* 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– Toronto*.

- Municipal Law Firms
- Development Companies
- Real Estate Firms
- Planning Consultants
- Land Economists
- 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– Toronto*:

“NRU...has become a “must read” for anyone who makes their living in planning and development in Toronto.”

“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-Toronto* provides an opportunity for businesses to connect and promote vis-à-vis direct market advertising. *Novae Res Urbis-Toronto* offers limited advertising in each weekly edition based on the following advertising placement sizes, locations and rates:

EARLUG (FRONT PAGE)



RACES TO WATCH RATEPAYERS' ANGST

Richard Williams

Residential associations in Toronto are concerned that the city will be forced to make it increasingly difficult to make governing areas in their respective communities.

With growth pressures mounting, many neighbourhood associations are being asked to challenge the status quo. The city's proposal of not being able to reach also affects its existing areas, pressure to be more sensitive.

"The need to be more sensitive and responsible enough for a residential area," said Neighbourhood Association president Marissa McMillan. "The concern of not being more than double the size of a building in their own backyards is an opportunity to meet with the council and address the concerns of a well-served of the area and protection of residents in the area."

The association is currently represented by ward 13.

Lawrence residents, who are opposed to the opening of former councillor Paul McLeod's former office to make room for the new office, are represented by the Neighbourhood Association. It will be split into two wards: "North York and Toronto City" and "Toronto City" respectively. The association is responsible for setting up 100,000 residents.

The Toronto City Council is one of the first to make a decision on the decision, with the group being to have a meeting to discuss the issue. Toronto City Council is currently in a meeting to discuss the issue. Toronto City Council is currently in a meeting to discuss the issue.

Lawrence residents, who are opposed to the opening of former councillor Paul McLeod's former office to make room for the new office, are represented by the Neighbourhood Association. It will be split into two wards: "North York and Toronto City" and "Toronto City" respectively. The association is responsible for setting up 100,000 residents.

The Toronto City Council is one of the first to make a decision on the decision, with the group being to have a meeting to discuss the issue. Toronto City Council is currently in a meeting to discuss the issue.



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	<i>inquire</i>
2.75" wide by 0.75" tall	26 to 49	<i>inquire</i>
2.75" wide by 0.75" tall	50	<i>inquire</i>

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)

RATEPAYERS' ANGST

Richard Williams

Residential associations in Toronto are concerned that the city will be forced to make it increasingly difficult to make governing areas in their respective communities.

With growth pressures mounting, many neighbourhood associations are being asked to challenge the status quo. The city's proposal of not being able to reach also affects its existing areas, pressure to be more sensitive.

"The need to be more sensitive and responsible enough for a residential area," said Neighbourhood Association president Marissa McMillan. "The concern of not being more than double the size of a building in their own backyards is an opportunity to meet with the council and address the concerns of a well-served of the area and protection of residents in the area."

The association is currently represented by ward 13.

Lawrence residents, who are opposed to the opening of former councillor Paul McLeod's former office to make room for the new office, are represented by the Neighbourhood Association. It will be split into two wards: "North York and Toronto City" and "Toronto City" respectively. The association is responsible for setting up 100,000 residents.

The Toronto City Council is one of the first to make a decision on the decision, with the group being to have a meeting to discuss the issue. Toronto City Council is currently in a meeting to discuss the issue.

TORONTO URBANISM
November 7, 2014

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)

LPAT NEWS

1917 NUMBER SHEETS
 Vincent allowed approval, in part, by Government Development agreed the City of Toronto's failure to make a decision on the application for official plan and zoning by-law amendments and the plan approval for 402 Toronto Avenue.

Other ongoing the city has the process where other had proposed a seven-storey mixed-use development. Government made a November 2017 announcement for a new three-storey mixed-use building containing 100 residential units and ground-floor commercial space.

A conditional use included between Government and the city for an eight-storey mixed-use building with 200 residential units and 1,000 sq ft of retail units. Retail activities at the foot of the Toronto Bloor West Village Bloor West Village will.

Full Time Senior Construction Manager
 Toronto Community Housing is currently seeking a Full Time Senior Construction Manager. The successful candidate will manage the construction of new and existing housing units across the city. The candidate will be responsible for the management of the construction process, including design, procurement, cost control, and quality assurance. The candidate will also be responsible for the management of the construction team, including subcontractors and vendors. The candidate will also be responsible for the management of the construction budget and for the management of the construction schedule. The candidate will also be responsible for the management of the construction risk and for the management of the construction safety. The candidate will also be responsible for the management of the construction environment and for the management of the construction community relations.

Toronto Community Housing is Hiring!
 Full Time Senior Construction Manager
 Toronto Community Housing is currently seeking a Full Time Senior Construction Manager. The successful candidate will manage the construction of new and existing housing units across the city. The candidate will be responsible for the management of the construction process, including design, procurement, cost control, and quality assurance. The candidate will also be responsible for the management of the construction team, including subcontractors and vendors. The candidate will also be responsible for the management of the construction budget and for the management of the construction schedule. The candidate will also be responsible for the management of the construction risk and for the management of the construction safety. The candidate will also be responsible for the management of the construction environment and for the management of the construction community relations.

GET A NEW JOB? A PROMOTION? WON AN AWARD?
 WE WANT TO FEATURE YOU IN OUR PEOPLE SECTION.
 Send us an email to info@nrupublishing.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)

LPAT NEWS

1917 NUMBER SHEETS
 Vincent allowed approval, in part, by Government Development agreed the City of Toronto's failure to make a decision on the application for official plan and zoning by-law amendments and the plan approval for 402 Toronto Avenue.

Other ongoing the city has the process where other had proposed a seven-storey mixed-use development. Government made a November 2017 announcement for a new three-storey mixed-use building containing 100 residential units and ground-floor commercial space.

A conditional use included between Government and the city for an eight-storey mixed-use building with 200 residential units and 1,000 sq ft of retail units. Retail activities at the foot of the Toronto Bloor West Village Bloor West Village will.

TO BE RELEASED IN WEEK 25/2018
 RANKING BY THE TOP 10 DEVELOPERS
 100 COMPANIES
 MOST AFFILIATE IN 2018
 LISTEN TO LATER THIS WEEK 27
 1000 WORDS 1/2018

TORONTO LANDS
 JOIN OUR TEAM

The Toronto Lands Corporation (TLC) was established in 2008 by the Toronto Board of Control (TBC) to be the lead real estate agency and property manager for the City of Toronto. The TLC is responsible for the management of the City's real estate assets, including land, buildings, and infrastructure. The TLC is also responsible for the management of the City's real estate portfolio, including the acquisition, development, and disposal of real estate assets. The TLC is currently seeking a Full Time Senior Construction Manager. The successful candidate will manage the construction of new and existing housing units across the city. The candidate will be responsible for the management of the construction process, including design, procurement, cost control, and quality assurance. The candidate will also be responsible for the management of the construction team, including subcontractors and vendors. The candidate will also be responsible for the management of the construction budget and for the management of the construction schedule. The candidate will also be responsible for the management of the construction risk and for the management of the construction safety. The candidate will also be responsible for the management of the construction environment and for the management of the construction community relations.

Toronto Community Housing
 Report Park Rehabilitation - Phase 4 & B
 Request for Tender Specifications 1022

Toronto Community Housing is seeking a Request for Tender (RFT) for the Rehabilitation of Phase 4 & B of the Park Rehabilitation Project. The project involves the rehabilitation of the existing infrastructure and the construction of new infrastructure. The project is located in the Park area of Toronto. The project is expected to be completed by the end of 2018. The successful bidder will be responsible for the management of the construction process, including design, procurement, cost control, and quality assurance. The successful bidder will also be responsible for the management of the construction team, including subcontractors and vendors. The successful bidder will also be responsible for the management of the construction budget and for the management of the construction schedule. The successful bidder will also be responsible for the management of the construction risk and for the management of the construction safety. The successful bidder will also be responsible for the management of the construction environment and for the management of the construction community relations.

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 Background Images

Colour is permitted and is visible when viewing the portable display file versions on computers, tablets, and smart phone screens. 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. 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 a printer or viewing on a computer screen.

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 publication of *Novae Res Urbis— Greater Toronto and Hamilton Area*

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” and ad material is due by 5:00 p.m. (EST) Wednesday of the week of the publication.

Contact **Irena Kohn**, Sales & Circulation Manager at **416-260-1304** or 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 or 416-979-2707 by 5:00 p.m. (EST) Wednesday 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) Friday of the week *prior* of the publication. An invoice will be generated by NRU Publishing Inc 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). **No other format should be used** (e.g. companyname.com). Email addresses in ads should also be properly formatted (e.g. 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 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
November 1, 2018