

advertising rate card

Effective

November 1, 2021



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
- Ontario Land 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 \$429.00 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)



CHANGING OF THE GUARD

Richard Williams

Durham's next elected regional chair will be one of five new faces on regional council next term, pending the way for a renewed focus on stimulating growth and economic development in the region.

Durham Region's next chair will be directly elected for the second time in the region's history, with five candidates vying for the job. Ontario mayor John Henry, former Chatham-Kent mayor John Mathew, veteran public official John DiPasquale, former regional chair candidate Peter Neal and lawyer Mohammad Abidi have all announced for Durham's highest office.

"I would think that John Henry has the most up-to-date experience," said outgoing regional chair Greg Egan O'Connor. "That means a lot in Durham Region because you have to be up to speed with all the changes that are coming forward on a daily basis from the province but also be able to continue your agenda with a new council."

Henry was first elected in 2009 as a regional councillor in Ontario and was re-elected in 2010. He was re-elected mayor in 2014, winning 49 per cent of the votes.

O'Connor told NRU: "No matter who is elected, the role of regional chair for the first few months will be adapting to a council that will look very different from years prior. Nine regional council members and one outgoing from municipal politics, including O'Connor, will be joining the council."

Urbidge councillor Jack Holliday, Ontario councillor John Aker, Joe Kolodziej and Amy McQuaid England, White councillor Joe Dymov, Chatham-Kent councillor Willie White, and former York Region and Scarboro mayor Tom Rowett.

Urbidge is also set to elect a new mayor. O'Connor, who was the Urbidge mayor for 20 years, was appointed regional chair in May after the passing of Mayor Andrew. She was replaced by deputy mayor Patricia Melloy, who is running for mayor in the municipal election against second councillor Dawn Burton and former treasurer consultant Diana Ruffy.

"It's the most change I've ever seen in my 20 years," said O'Connor. She noted the region has also appointed a new CAO Elaine Burton-Tobias and finance commissioner Nancy Taylor.

"The looking forward to it. We will have a new team, new blood in the positions and hopefully it will be really good for business and keep Durham on an upward trend," said Greater Ontario Chamber of Commerce CEO Nancy Shaw. Historically known for its strength in manufacturing, Durham Region had significant



Boundaries of Durham Region are shown in red. The map also shows the boundaries of the five municipalities that will be competing for the regional chair position.

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
2.75" wide by 0.75" tall	1 to 3	\$242.00
2.75" wide by 0.75" tall	4 to 11	\$242.00
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 Samantha Lum at 416-260-1304 ext. 224.

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

BUSINESS CARD SIZE (1/8 PAGE)

ZONING BY-LAW APPROVED

Infrastructure

Yonge Street and Davis Drive corridors are permitted.

"In a lot of ways that we find in the official plan doesn't necessarily line up with the zoning by-law provisions and as a result that in the case, often an amendment is required, not a set of heads up the approval process," said CMBE market analyst David Sauer. "What it will hopefully do, is allow the developers to move more quickly and smoothly into the city plan approval process rather than getting amendments to the zoning by-law or to the official plan."

Over 97 per cent of the secondary plan area is designated mixed-use, which permits a wide range of residential, institutional, commercial, community, cultural, and natural heritage uses.

The urban centres zoning by-law, which was developed by R.E. Milne & Associates, in association with Gladki Planning Associates, Frederick Urban Solutions, and HDR, also allows policies that may affect the planning regulations on the built form.

"So what we call a form-based by-law as opposed to a use-based by-law. So the mix of uses is very liberal and there's very little restrictions.

This one incorporates a lot more graphics than we would normally find and that is to both replace a lot of words with pictures, which make it very clear what's expected, and in some cases to better illustrate what's intended by a lot of words," said Gladki.

The by-law also reduces the parking requirements in the area depending on land use requirements.

"There is a significant cost associated with parking, so the idea was to try and get those down to as little as possible to encourage development, but also encourage transit use," said Cameron.

The area has a new bus rapid transit system that runs along Davis Drive, from Yonge Street to the Scarborough Regional Health Centre. Work is also progressing for the rapidway along Yonge Street from Malack Drive to Davis Drive.

"I think over time, it will result in much more urban place for Newmarket and ultimately the hope is that Newmarket becomes a place that people both live and work in and not just a bedroom community for other parts of the GTA," said Gladki.

(NRU) publisher Joe Graham is part of the consulting team.



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 2.5" tall	1 to 3	\$242.00
4" wide by 2.5" tall	4 to 11	\$224.00
4" wide by 2.5" tall	12 to 25	\$206.00
4" wide by 2.5" tall	26 to 49	\$189.00
4" wide by 2.5" tall	50	\$166.00

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 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	\$590.00
4" wide by 10" tall OR 8" wide by 5" tall	4 to 11	\$546.00
4" wide by 10" tall OR 8" wide by 5" tall	12 to 50	\$488.00
<p>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.</p> <p>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.</p>		

ONE FULL PAGE SIZE



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
8" wide by 10" tall	1 to 50	\$1,600.00
<p>Location: On the last page of the publication.</p> <p>Restrictions: There is a limit of 1 full page ad per edition.</p>		

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 \$260 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 **Samantha Lum**, Sales & Circulation Manager at **416-260-1304 ext. 224** or samanthal@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 samanthal@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). **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 ext. 228** 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.
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November 1, 2021