

advertising rate card

Effective

November 1, 2021



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
- Ontario Land 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 \$429.00 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

Roadside associations in key election areas throughout the city are concerned that the new ward boundaries will make it increasingly difficult to tackle pressing issues in their respective communities.

With growth pressures, transit issues and housing affordability posing significant challenges to residents across the city, the prospect of not being able to reach elected officials is causing even greater angst for Toronto residents.

"The need for large enough and manageable enough for a councillor to do," said the Lawrence Neighbourhood Association president Marisa McMillan. "The concept of a ward being more than double the size it has been in that we won't have as much of an opportunity to meet with the councillor and ensure the councillor is well informed of the issues and priorities of residents in the ward."

The association is currently represented by ward 18 councillor Easy Timmins, who was appointed after the passing of former councillor Pam McConnell. For the past 25 ward boundary system, the area represented by the St. Lawrence Neighbourhood Association will be split into two wards: Spadina East and Toronto Centre—represented by two councillors, each responsible for serving over 100,000 residents.

The Toronto Centre riding is one of the key races to watch heading into the election, with Tim going head-to-head against two high-profile opponents—Toronto Councillor Rosalie Green and former Toronto Councillor Rosalie Green. Wang Jiao and former Toronto Councillor David Gilman.

Don Casey is the only incumbent running in the Spadina East ward. He is up against 12 other candidates.

"Candidates have some important priorities that are in an area—like the old-time Toronto, but we get the St. Lawrence market, we are under intense growth pressure, which is exciting but also comes with some safety concerns and insufficient parking."

"We also want to ensure preserving our heritage remains a priority," she said. "If you look at great cities of the world, they do a great job of preserving their heritage sites. We would like the city to keep heritage and hopefully after the election we might have a stronger voice in that regard."

Lightfoot South Represents

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)

RATEPAYERS' ANGST

Brownlee says 1

and Rosalind Association president Andy Galt is also concerned about the splitting of the association's boundary into two wards in the new 25-ward system. Under the old ward system, Galt dealt exclusively with Toronto 18 councillor Bob Melton.

"The new ward boundaries will cut me right through our neighbourhood and now we'll be dealing with two councillors," Galt said. "I don't want to see Don Valley West," he said.

Both wards are getting up the close races, with incumbents Melton and Bob McMillan, both left-leaning councillors, going head-to-head for the 18th ward in the 2014 municipal election, Melton runs with a whopping 80 per cent of the vote—the highest percentage of any councillor. The Melton's three decades of experience could prove to be a tough nut for the two-term councillor.

In the new riding of Don Valley West, incumbent Don Brownlee and Bob Rosalind are competing off.

Both candidates are local supporters of Mayor John Tory, with Brownlee first elected to council in 2010 and Rosalind in 2014. The new ward 18 contains the bulk of Rosalind's former constituents, which 83 per cent voted for her in the 2014

Evolution of North Toronto Residents' Association

Association on their street Kenneth Hill NHO to be concerned that the 25-ward system will result in councillors being to enlarge their seat by being up with the demands of the job.

"I'm going to become a bureaucracy even more than it is now and I don't think it's really very well for active involvement from the public on key issues," he said.

Incumbents are also going head-to-head in Scarborough North, Etobicoke Centre, York South, Toronto, York Centre, Harbourfront and Black Creek.

112,000 residential units, 112,000 of residential units.

Photo: 888

112,000 residential units, 112,000 of residential units.

TORONTO URBANISM

November 7, 2013

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 QUARTER PAGE SIZE (1/4 PAGE)

LPAT NEWS

News item #1

The council found the amendments to OPA 331, as well as the proposed site-specific official plan and zoning by-law amendments, to be consistent with provincial and city policies and allowed the appeals, in part.

Solicitors involved in this decision were **Mary Phelan** (English/McMillan) representing 174275 Ontario Inc. and 120194 Ontario Inc., **Sean Connell** and **Jason Tang** (Bovens/Labov/Gerwin) representing Heritage, **Andy Margaritis** (Davis Howe) representing Remscopy Industries Inc. and city solicitors **Abha Maswani**, **Nathan Hines** and **Brendan O'Callaghan** representing the City of Toronto. See LPAT Case No. 15-000012.

EASTERN AVENUE MID-RISE DEVELOPMENT SETTLED
In an August 20 decision,

LPAT member **Sharon Vincent** allowed appeals, in part, by **Greywood Development** against the City of Toronto's failure to make a decision on an application for official plan and zoning by-law amendments and the plan approved for 462 Eastern Avenue.

After acquiring the site from its previous owner, who had proposed a seven-storey mixed-use development, Greywood made a November 2017 application for a nine-storey mixed-use building containing 388 residential units and ground-floor commercial space.

A settlement was reached between Greywood and the city for an eight-storey mixed-use building with 266 residential units and 1,042 sq ft of retail/GA. Final settlement of the facts of the historic Brown's Road 1 Watson Bakery building will

be decided through a heritage assessment agreement.

Planner Michael Bucci (Broadbent) testified on behalf of Greywood, in support of the settlement. The tribunal adopted Bucci's uncontroverted evidence and found that the proposed revised rezoning to the applicable provincial and local planning context and constituted good planning.

Solicitors involved in this decision were **Margaret McDevonald** and **Michael Mallory** (Davis Howe) representing Greywood Development Ltd. and city solicitor **Mark Crawford** representing the City of Toronto. See LPAT Case No. 15-000041.

Evolution

September 7 1860 sought Status Consulting plans for Williams' Lane. Rev. Mr. Smith has identified various locations, for Design & Exhibit - Riparian in the vicinity of 128 Davis' Lane East. Looking for the Riparian Design (Landscape) will report the same.

Toronto Community Housing is HIRING!
Full Time Senior Construction Manager

Toronto Community Housing is Canada's largest social housing provider. We provide homes to 58,500 households with low and moderate incomes, in neighbourhoods across the city.

The Senior Construction Manager will work in a fast-paced environment and interact with stakeholders, government agencies, financial partners, community groups, tenants and internal staff to plan, organize, direct and control design and construction activities of various development projects. Leading internal and external construction teams, the Senior Construction Manager is responsible for ensuring the design of TCHC rental housing projects, municipal servicing and environmental remediation.

Requirements: Post secondary degree in Architecture, Engineering, Project Management or similar; 7 years of experience in design, construction and project management; and strategic and managing construction of multi-unit residential buildings. Member of OAA, P.E.O., CACETT or PMP preferred.

For full job specifications and to apply, please visit our career website at www.torontohousing.com and apply online by **September 25, 2018** to job number 2741 - Senior Construction Manager.

GET A NEW JOB? A PROMOTION? WIN AN AWARD? WE WANT TO FEATURE YOU IN OUR PEOPLE SECTION.
Send an email to info@nrapublishing.com

nrapublishing
TORONTO • GREATER TORONTO • HAMILTON AREA

FRIDAY, SEPTEMBER 14, 2018

WEEK END 2018 TORONTO 11

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 5" tall	1 to 3	\$340.00
4" wide by 5" tall	4 to 11	\$305.00
4" wide by 5" tall	12 to 25	\$260.00
4" wide by 5" tall	26 to 49	\$240.00
4" wide by 5" tall	50	\$229.00

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

News item #2

This decision was made by **Robert Kishor Kishor** (Kishor/Kishor) representing the City of Toronto. David White (Davis/Howe) representing Al Berman Ltd. and J.P. Singh (Kishor) representing Toronto Community Housing Canada Inc. **Devin Wood** and **Rae Asher** (Wood/Bull) representing Remscopy Properties Co. Ltd. **Jonathan Cheng** and **Carla Laine** (Kishor/Kishor) representing Toronto Industry

Network and Canadian Property Association, John Brown (Kishor/Kishor) representing 147796 Ontario Ltd., **David White** (Davis/Howe) representing Al Berman Ltd. and **J.P. Singh** (Kishor) representing Toronto Community Housing Canada Inc. **Devin Wood** and **Rae Asher** (Wood/Bull) representing Remscopy Properties Co. Ltd. **Jonathan Cheng** and **Carla Laine** (Kishor/Kishor) representing Toronto Industry

TO BE INCLUDED IN NEWS 2018/18 RANKING OF THE TOP 10 DEVELOPERS
LAST YEAR: 100% (100% INCREASE)
MOST APPEAR IN NEWS 1000/18
EDITION ON LATER THAN JULY 27
(SEE NEWS 1000/18)

TORONTO LANDS
JOIN OUR TEAM

The Toronto Land Corporation (TLC) was established in 2006 by the Toronto Street Street Street (TSS) to be a real estate agency and recently expanded its mandate for property matters, including land use, planning, and management, leasing, holding, partnership, managing, community relationships through the management of school sites or the modernization of schools. TLC manages a high and diverse public asset portfolio and continues to create opportunities that maximize benefits to TSS, its residents and the communities served. The mandate has resulted in an expansion, and we are looking for you to join!

1. Senior Manager, Land Use Planning
2. Communications Officer, Government, Public and Community Relations
3. Legal Assistant

For detailed job descriptions and submission requirements, please visit our TLC Website at: <http://www.torontoland.com/2018/current-ops>

Applications required on or before July 30, 2018.

Thank you for your interest.

Toronto Community Housing

Regent Park Revitalization - Phases A & B Request for Vendor Qualification (RFV)

Toronto Community Housing is seeking a Development Partner and Construction Manager for the Regent Park Revitalization. This is a two-phase opportunity on a large development site in downtown Toronto. Phase A of the Regent Park Revitalization is a 100-unit mixed-use development. Phase B is a 100-unit mixed-use development. The total Phase A & B area will include 100 units with various units and mix to approximately 1.5 million sq ft.

The Request for Vendor Qualification (RFV) can be downloaded at: www.torontohousing.com/procurement

Proposals should be received by Toronto Community Housing on or before Thursday, August 23, 2018 at 11:00 AM EST. Please send all proposals to the following address:

Strategic Procurement
Toronto Community Housing Corporation
24 Queen Street West
14TH FLOOR
TORONTO, ONTARIO M5H 2R6

FRIDAY, JULY 20, 2018

WEEK END 2018 TORONTO 11

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 7.5" tall	1 to 3	\$460.00
4" wide by 7.5" tall	4 to 11	\$410.00
4" wide by 7.5" tall	12 to 25	\$374.00
4" wide by 7.5" tall	26 to 49	\$348.00
4" wide by 7.5" tall	50	\$340.00

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	\$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

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	\$1,600.00

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 \$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 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 **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 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 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.
iang@nrupublishing.com