

advertising rate card

Effective
November 1, 2023



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 \$468.00 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)



RATEPAYERS' ANGST

Richard Williams

Ratepayer 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 as it is," 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 Timini, 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 areas to which housing pressure is directed, with those going back to the market through the city—Toronto Centre—Rosedale councillor Kristina Wong Tsao and former Toronto Centre-Rosedale MPP George Southerland.

Joe Casey is the only councillor running in the Spadina East ward. He is up against 12 other candidates. "Candidates are not an important priority there as in an area—the like the old-time Toronto, we've got the St. Lawrence market, we are under intense growth pressure, which is exciting but also concerning because we want to make sure the infrastructure is in place for the new residents we want to welcome, but also for the existing residents who want to know what's going on," said McMillan.

Toronto Centre-Rosedale is one of the busiest wards in terms of development activity, with "the active development applications," McMillan said she would like the newly elected ward councillor to deal with concerns construction, road 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 vigilant 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	\$266.00
2.75" wide by 0.75" tall	4 to 11	\$266.00
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

Brianne Ross

and Rosedale Association president Andy Gatt 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, Gatt dealt exclusively with Toronto 16 councillor Jack Merrick.

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

Both wards are getting up the close races, with incumbents Malton and Joe Milburn, both left-leaning councillors, going head-to-head for the 16th ward in the 2014 municipal election, Malton won with a whopping 80 per cent of the vote—the highest percentage of any councillor. The Malton'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 Joe Milburn and Joe Rosedale are competing off.

Both candidates are local supporters of Mayor John Tory, with Malton's firm elected to council in 2010 and Rosedale in 2014. The new ward 15 contains the bulk of Malton's former residents, of which 83 per cent voted for her in the 2014

Evolution of North Toronto Rosedale Association

Association on their staff. Kimball said NTAO is concerned that the 25-ward system will result in councillors being to enlarge their seat to keep up with the demands of the job.

"I'm going to become a bureaucrat's eyes more than it is in me as I don't think I'm doing very well for active involvement from the public on key issues," he said.

Incumbents are also going back to back in Scarborough, North, Etobicoke Centre, York South, Mimico, York Centre, Hammer River, Black Creek.

Both parties in Toronto and for two terms were a major concern to residents, especially in the 16th ward.

Photo: 888 113,000 residential units, 113,000 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	\$266.00
4" wide by 2.5" tall	4 to 11	\$246.00
4" wide by 2.5" tall	12 to 25	\$226.00
4" wide by 2.5" tall	26 to 49	\$208.00
4" wide by 2.5" tall	50	\$183.00

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 18

The without 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 approval, in part.

Solicitors involved in this decision were **Mary Phelan (English/McMillan)** representing 174257 Ontario Inc. and 120194 Ontario Inc., **Sean Connell and Isaac Tang (Bovens/Ladner/Gerwin)** representing Heritage, **Andy Margaritis (Davis Howe)** representing **Remoxip Industries Inc.** and city solicitors **Abba Maswani, Nathan Rosen and Brendan O'Callaghan** representing the City of Toronto. (See LPAT Case No. 15-000052)

EASTERN AVENUE HIGH-RISE DEVELOPMENT SETTLED

In an August 20 decision,

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

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

A conditional use reached between Graywood and the city for an eight-storey mixed-use building with 266 residential units and 1,042 sq ft of retail/GA. Final written terms of the final use of the historic Brown's Bread 1 Watson Bakery building will

be second through a heritage assessment agreement.

Planes **Michael Bucci (Broadbent)** (written on behalf of Graywood), in support of the settlement. The without adopted Bucci's uncontroverted evidence and found that the proposed revised evidence to the applicable provincial and local planning context and constitutes good planning.

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

Erwin

September 7 180 sought **Water Casting** (plans for **WaterCasting**). **Ann Hill** should have identified relevant issues, **Law Design and Urban - Ripley** in the **attorneys for 128 Davis Bay East**. **Isabelle** sought the **Strategic Design** (written) **180** report the **area**.

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., OACETT 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@nrupublishing.com

nrupublishing

PHASE 1 SEPTEMBER 14, 2018

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 5" tall	1 to 3	\$374.00
4" wide by 5" tall	4 to 11	\$336.00
4" wide by 5" tall	12 to 25	\$286.00
4" wide by 5" tall	26 to 49	\$264.00
4" wide by 5" tall	50	\$252.00

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 8

The decision was **Andrew Pappert (Ridker/Kirk Brown)** representing the City of Toronto. **Daniel White (Davis Howe)** representing **Al Beaman Ltd.** and **1810 Capital Home Ltd.** **Mary Bull (Wood)** representing **Woodward-Catella Inc.** **Dennis Wood** and **Rae Acker (Wood Bull)** representing **Woodward-Catella Inc.** **Brian Popovics (C.A. Ltd.)** **Jonathan Cheng and Caitlin Lane (Wilkinson Elmer)** representing **Toronto Industry**

Network and Canadian Property Association, John Brown (Mackenzie) representing **147796 Ontario Ltd.** **David Shuter (Davis Howe)** representing **Al Beaman Ltd.** and **1810 Capital Home Ltd.** **Mary Bull (Wood)** representing **Woodward-Catella Inc.** **Dennis Wood** and **Rae Acker (Wood Bull)** representing **Woodward-Catella Inc.** **Brian Popovics (C.A. Ltd.)** **Jonathan Cheng and Caitlin Lane (Wilkinson Elmer)** representing **Toronto Industry**

TO BE INCLUDED IN NRS'S 2018/19 RANKING OF THE TOP 10 DEVELOPERS

148 FIRMS, IMMEDIATELY REGISTERED

MOST APPEAR IN NRS'S 100BEST LISTON 10 LATER THAN JULY 27

WHO'S WHO'S 100BEST

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 maintenance 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:

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.torontolandcorp.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 1922

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 4.5 million sq ft site with a total Phase A & B area which will include 1750 units with various units and mixed-use opportunities in a historic 17-acre site.

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

Proposals must 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
140 Queen Street West
1400-1401
M5H 2M2
Toronto, Ontario

Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
4" wide by 7.5" tall	1 to 3	\$506.00
4" wide by 7.5" tall	4 to 11	\$451.00
4" wide by 7.5" tall	12 to 25	\$412.00
4" wide by 7.5" tall	26 to 49	\$383.00
4" wide by 7.5" tall	50	\$374.00

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	\$649.00
4" wide by 10" tall OR 8" wide by 5" tall	4 to 11	\$601.00
4" wide by 10" tall OR 8" wide by 5" tall	12 to 50	\$537.00

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

ONE FULL PAGE SIZE



Maximum Size	Number of Ad Insertions	Cost per Ad Insertion
8" wide by 10" tall	1 to 50	\$1,760.00

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