

# Canada's Innovation Leaders Supplement 2008

## Media Kit for Advertisers

Reserve your space now in *Canada's Innovation Leaders* supplement which is distributed in the National Post and Ottawa Citizen and reaches an influential audience of over 525,000 readers across Canada. Don't miss this opportunity to showcase your organization.

*Canada's Innovation Leaders* is the premiere national print vehicle that shines the spotlight on the country's most innovative universities and corporations. *Canada's Innovation Leaders* carries the two most eagerly awaited national research and development (R&D) rankings and analysis:

- ⇒ **Canada's Top 50 Research Universities List**
- ⇒ **Canada's Top 100 Corporate R&D Spenders List**

This year the editorial content of *Canada's Innovation Leaders* supplement will address the theme "**Planning for Tomorrow's Workforce Today**" with pieces by respected leaders from the academic and corporate research communities.

These thought-provoking pieces will also be posted on our website ([www.researchinfosource.com](http://www.researchinfosource.com)) with an invitation to readers to post comments and discuss/debate further online.

**Coming Friday, November 7, 2008: Canada's Innovation Leaders**  
*Be a part of it !*

# Canada's Innovation Leaders Supplement 2008

## Memorandum

To: Canada's Innovation Leaders  
From: Ron Freedman  
CEO, RESEARCH Infosource Inc.  
Date: April 2, 2008

I want to let you know about an outstanding communication opportunity for universities, corporations and organizations that are committed to research, development and innovation in Canada. If your institution or organization has a message for government, business leaders, your own employees or the public at large, if you launched an innovative product or service, or if you simply want to associate yourself with the best-of-the-best, then *Canada's Innovation Leaders* is the perfect messaging vehicle for you.

Now is the time to reserve your space in the leading national publication devoted to showcasing university and corporate research and development.

In November 2008, RESEARCH Infosource will again be publishing *Canada's Innovation Leaders* supplement which is distributed in the National Post and Ottawa Citizen. This high profile promotional vehicle combines *Canada's Top 50 Research Universities List* and *Canada's Top 100 Corporate R&D Spenders List*. It is the most eagerly awaited publication of its type that shines the spotlight on the "who's who" of university and corporate research in Canada. It is an outstanding opportunity to communicate your organization's activities, accomplishments or innovation message to an influential external audience that is shaping the future of innovation in Canada...and to your own research community.

And this year, *Canada's Innovation Leaders* supplement will have a special focus, featuring articles from a number of leaders on the theme "**Planning for Tomorrow's Workforce Today**". Your designated spokesperson can add his or her voice and stand above the crowd on this topic of critical importance to Canada's standing in the international community. Make your views known.

Here's how you will benefit from participating in *Canada's Innovation Leaders* supplement:

- Showcase your innovative research or products and services before a nation-wide audience.
- Use *Canada's Innovation Leaders* to convey your leaders' or organization's perspective on Canada's future.
- Stand above the crowd: be seen as part of Canada's innovation elite.
- Gain exposure in the **National Post** and **Ottawa Citizen**.
- Your logo will be prominently displayed on our website ([www.researchinfosource.com](http://www.researchinfosource.com)) with a link to your own website. This will provide you with continual exposure post the print supplement.
- Reach business and government leaders, investors, employees, your own researchers, and the public.
- Profit from cost-effective recruitment, branding, marketing and promotion.
- Receive additional offprints free with every ad: they're great for distributing to staff and stakeholders.

**Coming Friday, November 7, 2008: Canada's Innovation Leaders**  
*Be a part of it !*

For more information, or to book your ad call: Arlene Dwyer, Sales Manager  
[arlene@impactg.com](mailto:arlene@impactg.com)  
(416) 481-7070 ext. 23

# Canada's Innovation Leaders Supplement 2008

## Distribution Date

- National Post  
- Friday, November 7
- Ottawa Citizen  
- Saturday, November 8

## Space Close

Friday, October 10

## Material Close

Friday, October 17

## Messaging Opportunities

*Canada's Innovation Leaders 2008* offers you several ways to promote your research and innovation vision, activities and accomplishments positioning your organization among the best-of-the-best.

- Promote your organization  
Use a corporate ad or logo to profile your organization and position it among the best in research and innovation in Canada.
- Showcase your researchers  
Shine the spotlight on the accomplishments of your leading researchers. Tell the nation about why research is important and how it is influencing positive change.
- Highlight your views  
Add your leader's voice to the discussion on this year's theme "**Planning for Tomorrow's Workforce Today**" or a topic of your choice. Join other leaders of some of the country's most influential universities, corporations and associations discussing the future innovation challenges and opportunities facing Canada.

**NEW**

- Corporate Profile

We will assign an experienced corporate writer to work with you in order to create your own profile advertorial highlighting any aspect of your R&D-related achievements/partnerships.

We can also work with you to design a messaging solution that best meets your needs.

For more information and to reserve your advertising space, please contact:

Arlene Dwyer  
Sales Manager  
arlene@impactg.com  
(416) 481-7070 ext. 23

**RESEARCH**  
Infosource Inc.

CANADA'S TOP  
**50**  
RESEARCH  
UNIVERSITIES

CANADA'S TOP  
**100**  
CORPORATE  
R&D SPENDERS

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## Benefits

- National exposure in the National Post (daily readership 525,000+).
- Additional exposure in the Ottawa Citizen (40,000 copies plus pass-ons).
- Your logo will be prominently displayed on our website ([www.researchinfosource.com](http://www.researchinfosource.com)) with a link to your own website. This will provide you with continual exposure for one full year post the print supplement.
- Convey your leader's or your organization's perspective on Canada's future and stand above the crowd to be seen as part of Canada's innovation elite.
- Reach decision makers, alumni, students (current and future), your own researchers, customers, shareholders, investors, decision makers and influencers – including business & research leaders, financial community, government officials ... and your current and future employees.
- Profit from cost-effective recruitment, branding, marketing and promotion.
- Showcase your R&D capabilities, opportunities, activities and accomplishments & recognize partners, stakeholders and employees before a nation-wide audience.
- Highlight your global leadership, research, people, partnerships, future projects, etc.
- Receive additional offprints free with every ad: they're great for staff and stakeholders.

## Readership Breakdown

**National Post 528,500**

Atlantic	18,000
Quebec	32,100
Ontario	323,200
Man/Sask	27,800
Alberta	55,000
BC	72,400

Source: National Post

## Circulation Breakdown

**National Post 250,000**  
**Ottawa Citizen 40,000\***

**East 16,000**  
(Quebec and Atlantic)

**Central 155,000**  
(Ontario)

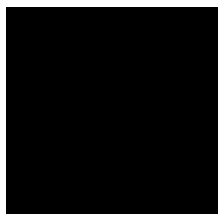
**West 79,000**  
(Manitoba, Saskatchewan, Alberta and British Columbia)

\* Ottawa Citizen: 40,000 copies includes all Downtown Core single copy sales + selected parts of Kanata and Orleans.

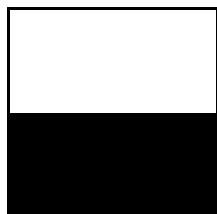
Source: National Post

**RESEARCH**  
Infosource Inc.

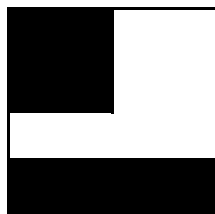
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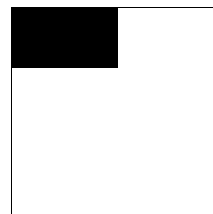
**FULL PAGE**  
12" w x 21 7/8" h



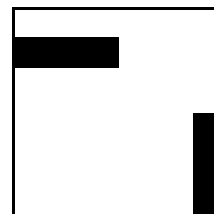
**1/2 PAGE**  
12" w x 10 7/8" h



**1/4 PAGE**  
• Vertical:  
5 3/4" w x 10 3/4" h  
**OR**  
• Horizontal:  
12" w x 5 3/8" h



**1/8 PAGE**  
5 3/4" w x 5 1/4" h



**1/16 PAGE**  
⇒ Vertical:  
2 3/4" w x 5 1/4" h  
**OR**  
⇒ Horizontal:  
5 3/4" w x 2 1/2" h

## Full Colour Rates

Unit	Features	Cost
Premium - Full Page	<ul style="list-style-type: none"> <li>Choice placement of advertisement</li> <li>Prime logo positioning on either the Top 50 or Top 100 List</li> <li>2,000 offprints</li> </ul>	\$42,000
Standard - Full Page	<ul style="list-style-type: none"> <li>Logo on either the Top 50 or Top 100 List</li> <li>500 offprints</li> </ul>	\$37,500
1/2 Page	<ul style="list-style-type: none"> <li>Logo on either the Top 50 or Top 100 List</li> <li>250 offprints</li> </ul>	\$20,500
1/4 Page	<ul style="list-style-type: none"> <li>Logo on either the Top 50 or Top 100 List</li> <li>250 offprints</li> </ul>	\$11,250
1/8 Page	<ul style="list-style-type: none"> <li>Logo on either the Top 50 or Top 100 List</li> <li>100 offprints</li> </ul>	\$6,250
1/16 Page Vertical	<ul style="list-style-type: none"> <li>Logo on either the Top 50 or Top 100 List</li> <li>100 offprints</li> </ul>	\$3,500
Logo only	<ul style="list-style-type: none"> <li>10 offprints</li> </ul>	\$2,500
Custom	Call for details	

- Included in the cost for all advertisers: Your logo will be prominently displayed on our website ([www.researchinfosource.com](http://www.researchinfosource.com)) with a link to your own website. This will provide you with continual exposure for one full year post the print supplement.

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## Mechanical Requirements and Mailing Instructions

### CD-ROM Submissions:

Disk submissions in CD-ROM format ONLY - send by courier and please include colour hard copy to:

RESEARCH Infosource Inc.  
78 Sullivan Street  
Toronto, ON M5T 1C1  
Attention: Arlene Dwyer, Sales Manager  
Tel: (416) 481-7070 ext. 23

### Email or FTP Submissions:

1. You can email attachments under 2 MB to [arlene@impactg.com](mailto:arlene@impactg.com)
2. Large files can be uploaded to our web-based Media Exchange Centre using Internet Explorer or Netscape, visit <http://www.researchinfosource.com/upload/>

Username: upload  
Password: leaders

When posting files on the FTP server:

- Please compress using Stuffit or WinZip
  - Please name your file by Company & Ad Headline
  - Depending on the size of the file and the speed of your Internet connection, uploads may take some time to complete. Do not click refresh; please be patient.
3. We use a **MAC Platform** and accept **pdf (please embed your fonts), eps and tif files** for ads. If the file is prepared on a PC it **MUST** be a pdf, eps or tif. **No PC Quark files or fonts will be accepted.**
  4. Files can be prepared on a Mac in Photoshop, Illustrator or Acrobat.
  5. **All files to be cmyk** and have a resolution of **266 dpi**. Approximate file sizes:
    - Quarter page ads should be no larger than 30 MB
    - Half page ads should be 50-60 MB
  6. **When submitting the ad digitally, please fax hard copy of the ad to:**  
Arlene Dwyer, Fax # (416) 481-7120
  7. **CD Rom and colour hard copy are both required for ALL digital files sent by email or FTP.**

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## About Us

RESEARCH Infosource Inc., a division of The Impact Group, is Canada's source of R&D intelligence. We provide business intelligence and analysis on science, technology, research and development, and innovation.

Each year, we publish **Canada's Innovation Leaders**, an annual supplement distributed through the National Post and Ottawa Citizen. This publication is the premiere national print vehicle for promoting Canada's most vibrant universities and companies that are enhancing Canada's global competitiveness in the knowledge economy.

This eagerly awaited supplement highlights **Canada's Top 50 Research Universities List** and **Canada's Top 100 Corporate R&D Spenders List**. These annual lists rank the who's who of university and corporate innovation across Canada.

Companions to the Lists published by RESEARCH Infosource are **Canada's Top Research Universities Report** and **Canada's Top Corporate R&D Spenders Report**. These reports provide detailed information and analysis of the research and development activities of Canada's top universities and corporations.

In addition, RESEARCH Infosource also publishes the bi-annual **Canadian University Publications Report (CUP)**. CUP is a comprehensive record of the publishing output in international peer-reviewed journals, of all researchers at universities and affiliated teaching hospitals. CUP contains extensive charts and tables analyzing the research output, intensity, impact and efficiency of universities and hospitals and their researchers. CUP 2008 is scheduled to be published in late 2008.

RESEARCH Infosource Inc. also provides specialized consulting and research services to clients interested in the Canadian R&D scene, as well as licensing our databases.

[www.researchinfosource.com](http://www.researchinfosource.com)

**RESEARCH**  
Infosource Inc.

CANADA'S TOP  
**50**  
RESEARCH  
UNIVERSITIES

CANADA'S TOP  
**100**  
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