

Canada's Innovation Leaders Supplement 2010

Media Kit for Advertisers

Reserve your space now in *Canada's Innovation Leaders 2010* supplement which is distributed in the **National Post** and the **Ottawa Citizen** and reaches an influential audience of over 400,000 readers across Canada. Additionally this year, Canada's Innovation Leaders will be distributed in **The Hill Times** with a controlled drop of 5,000 to Canadian politicians and senior government officials. Don't miss this opportunity to showcase your organization.

Canada's Innovation Leaders is the premiere national print vehicle shining the spotlight on the country's most innovative universities and corporations. *Canada's Innovation Leaders* brings your audience 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**

Editorial content in *Canada's Innovation Leaders 2010* supplement addresses the theme:

R&D in Canada: Forging the Way Ahead

with pieces by respected leaders from the research community. These thought-provoking pieces will also be posted on our website (www.researchinfosource.com).



New this year: Special Focus highlighting the research activities of
Canada's Colleges, Institutes and Polytechnics

Coming Friday, November 5, 2010: Canada's Innovation Leaders

Be a part of it !

www.researchinfosource.com

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Infosource Inc.

CANADA'S TOP
50
RESEARCH
UNIVERSITIES
10th Anniversary

CANADA'S TOP
100
CORPORATE
R&D SPENDERS
10th Anniversary

Canada's Innovation Leaders Supplement 2010

Memorandum

To: Canada's Innovation Leaders
From: Ron Freedman
CEO, RESEARCH Infosource Inc.
Date: July 2010

I want to let you know about an outstanding communication opportunity for universities, corporations and organizations 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 space for your ad in the only national publication devoted to showcasing university and corporate research and development.

In November 2010, RESEARCH Infosource will again be publishing *Canada's Innovation Leaders* supplement which is distributed in the National Post, Ottawa Citizen, and new this year - The Hill Times. This high profile promotional vehicle combines **Canada's Top 50 Research Universities List** and **Canada's Top 100 Corporate R&D Spenders List**. The most eagerly awaited publication of its type shines the spotlight on the "Who's Who" of university and corporate research in Canada. As well this year, there will be a Special Focus highlighting the research activities of **Canada's Colleges, Institutes and Polytechnics**. Here 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.

Canada's Innovation Leaders supplement will feature articles from a number of leaders on the theme:

R&D in Canada: Forging the Way Ahead

Give your designated spokesperson a voice above the crowd and make their views known!

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

Coming Friday, November 5, 2010: Canada's Innovation Leaders
Be a part of it !

Canada's Innovation Leaders Supplement 2010

Distribution Date

- National Post
- Friday, November 5
- Ottawa Citizen
- Saturday, November 6
- The Hill Times
- Monday, November 8

NEW

Space Close

Friday, October 8

Material Close

Friday, October 15



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

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Sales Manager
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Messaging Opportunities

Canada's Innovation Leaders 2010 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 promote your organization and position it among the best and the brightest researchers and innovators in Canada.

- **Showcase your Researchers**

Shine the spotlight on the accomplishments of your leading researchers. Tell the nation 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 "**R&D in Canada: Forging the Way Ahead**" or a topic of your choice. Join other leaders of some of the country's most influential universities, corporations and organizations looking back, as well as forward, at research and development in Canada.

Canada's Colleges, Institutes and Polytechnics

New this year, we will have a Special Focus highlighting the research activities being carried out at Canada's Colleges, Institutes and Polytechnics.

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.

Leader's Corner – Wisdom from Leaders on R&D and Innovation

A unique messaging opportunity to provide a short quote (up to 50 words) highlighting your organization's or CEO's view on research and innovation.

Custom Messaging

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

NEW

Canada's Innovation Leaders Supplement 2010

Benefits

- National exposure in the National Post (daily readership 400,000+).
- Additional exposure in the Ottawa Citizen (40,000 copies plus pass-ons) and new this year, The Hill Times (5,000 copies to Canadian politicians and senior government officials).
- Your logo will be prominently displayed on our website (www.researchinfosource.com) with a link to your own website. This will provide you with continual exposure for one full year after the print supplement.
- Convey your leader's or your organization's perspective on Canada's past, as well as future. Let their voice be heard as part of Canada's innovation elite.
- Reach decision-makers, alumni, students (current and future), your own researchers, customers, shareholders, investors, 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 free offprints with every ad: ideal for staff and stakeholders.

Readership Breakdown

National Post	400,700
Atlantic	n/a
Quebec	28,700
Ontario	251,100
Manitoba/Saskatchewan	n/a
Alberta	55,400
British Columbia	65,500

Source: NADbank 2009; Base: National Post 34 Measured Markets

Circulation Breakdown

National Post	171,000
♦ East	12,000 (Quebec and Atlantic)
♦ Central	114,000 (Ontario)
♦ West	45,000 (Manitoba, Saskatchewan, Alberta and British Columbia)

Ottawa Citizen 40,000*

The Hill Times 5,000

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

Source: National Post 2010

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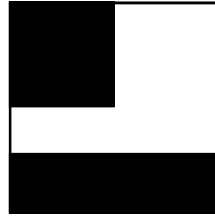
Canada's Innovation Leaders Supplement 2010



FULL PAGE
10.5" w x 19.5" h



1/2 PAGE
10.5" w x 9.5" h

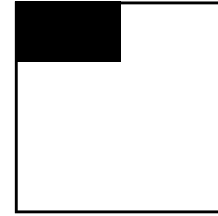


1/4 PAGE

- Vertical:
5.167" w x 9.67" h

OR

- Horizontal:
10.5" w x 4.71" h



1/8 PAGE
5.167" w x 4.71" h

Full Colour Rates

Unit	Features	Cost
Premium - Full Page	<ul style="list-style-type: none"> • Choice placement of advertisement • Prime logo positioning on either the Top 50 or Top 100 List • 2,000 offprints 	\$42,000
Standard - Full Page	<ul style="list-style-type: none"> • Logo on either the Top 50 or Top 100 List • 500 offprints 	\$37,500
1/2 Page	<ul style="list-style-type: none"> • Logo on either the Top 50 or Top 100 List • 250 offprints 	\$20,500
1/4 Page	<ul style="list-style-type: none"> • Logo on either the Top 50 or Top 100 List • 250 offprints 	\$11,250
1/8 Page	<ul style="list-style-type: none"> • Logo on either the Top 50 or Top 100 List • 100 offprints 	\$6,250
Logo only	<ul style="list-style-type: none"> • 10 offprints 	\$2,500
Leader's Corner - Callout + Picture	<ul style="list-style-type: none"> • Maximum 50 words • 10 offprints 	\$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) with a link back to your own website. You will have continual exposure for one full year after the print supplement. Does not apply to Leader's Corner.

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Mechanical Requirements and Mailing Instructions

CD-ROM Submissions:

Disk submissions in CD-ROM format ONLY - please send by courier and 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
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. **We regret that we cannot accept PC Quark files or fonts.**
 4. On a Mac, you can prepare your files 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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CANADA'S TOP 50 RESEARCH UNIVERSITIES 10th Anniversary
CANADA'S TOP 100 CORPORATE R&D SPENDERS 10th Anniversary

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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 print supplement distributed through the National Post and the Ottawa Citizen, and new this year, The Hill Times. 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.

NEW this year, our most recent product – **The Innovation Atlas of Canada (IAC)** is a one-stop subscriber-based website for national, provincial and city-level data and information on research and innovation in Canada. See Who is doing What and Where in research and innovation. Be able to generate maps, charts and tables. For the first time, find data on research and innovation right down to the city and street level. IAC includes information on corporate, university, hospital, college and government innovation. For more information contact us at (416) 481-7070 ext. 31.

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

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