

# Canada's Innovation Leaders 2011

## Media Kit for Advertisers

Reserve your space now in *Canada's Innovation Leaders 2011* which is distributed in the **National Post**, the **Ottawa Citizen**, **The Hill Times** and online and reaches an influential audience of over 500,000 readers across Canada, including 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, corporations, colleges and new this year, hospitals. *Canada's Innovation Leaders* brings your audience the 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**
- ⇒ **Canada's Top 40 Research Hospitals List**
- ⇒ **Focus on College Research** highlighting the research activities of Canada's Colleges, Institutes and Polytechnics. This year's focus is: "Applied Research: Colleges and Business Team Up for Success".

Editorial content in *Canada's Innovation Leaders 2011* addresses the theme:

### Creating Value from R&D

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

**Coming Friday, November 4, 2011: Canada's Innovation Leaders**

*Be a part of it !*

**RESEARCH**  
Infosource Inc.

CANADA'S TOP 50 RESEARCH UNIVERSITIES  
CANADA'S TOP 100 CORPORATE R&D SPENDERS  
CANADA'S TOP 40 RESEARCH HOSPITALS  
FOCUS ON COLLEGE RESEARCH

# Canada's Innovation Leaders 2011

## Distribution Date

- National Post  
- Friday, November 4
- Ottawa Citizen  
- Saturday, November 5
- The Hill Times  
- Monday, November 7

## Space Close

Friday, October 7

## Material Close

Friday, October 14



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.

## Messaging Opportunities

*Canada's Innovation Leaders 2011* 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 "**Creating Value from R&D**" or a topic of your choice. Join other leaders of some of the country's most influential universities, hospitals, corporations and organizations discussing how Canada is creating value from R&D.

### **Focus on College Research**

This year's focus highlights applied research activities being carried out at Canada's Colleges, Institutes and Polytechnics in partnership with business.

#### ⇒ **Online College Research Partnership Centre**

New this year, research colleges will be part of our website ([www.researchinfosource.com](http://www.researchinfosource.com)) with the opportunity to further highlight their areas of research specialty with contact information.

### **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.

# Canada's Innovation Leaders 2011

## Benefits

- National exposure in the National Post (daily readership 400,000+).
- Additional exposure in the Ottawa Citizen (40,000 copies plus pass-ons) and The Hill Times (18,000 copies to Canadian politicians and senior government officials).
- 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 after print.
- Convey your leader's or your organization's perspective on how Canada is creating value from R&D. 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

<b>National Post*</b>	<b>400,700</b>
Atlantic	n/a
Quebec	28,700
Ontario	251,100
Manitoba/Saskatchewan	n/a
Alberta	55,400
British Columbia	65,500
<b>The Hill Times</b>	<b>65,251</b>

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

## Circulation Breakdown

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

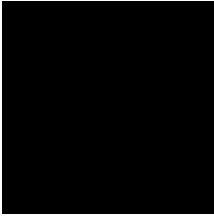
**Ottawa Citizen 40,000\***

**The Hill Times >18,000**

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

Source: National Post 2010

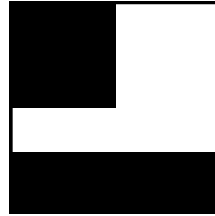
# Canada's Innovation Leaders 2011



**FULL PAGE**  
10.5" w x 21.5" h



**1/2 PAGE**  
10.5" w x 10.625" h

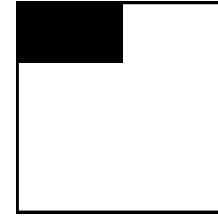


**1/4 PAGE**

- Vertical:  
5.125" w x 10.625" h

OR

- Horizontal:  
10.5" w x 5.187" h



**1/8 PAGE**  
5.125" w x 5.187" h

## Full Colour Rates

Unit	Features	Cost
Full Page	<ul style="list-style-type: none"> <li>• Logo on the Top 50, Top 100 or Top 40 List</li> <li>• 500 offprints</li> </ul>	\$37,500
1/2 Page	<ul style="list-style-type: none"> <li>• Logo on the Top 50, Top 100 or Top 40 List</li> <li>• 250 offprints</li> </ul>	\$20,500
1/4 Page	<ul style="list-style-type: none"> <li>• Logo on the Top 50, Top 100 or Top 40 List</li> <li>• 250 offprints</li> </ul>	\$11,250
1/8 Page	<ul style="list-style-type: none"> <li>• Logo on the Top 50, Top 100 or Top 40 List</li> <li>• 100 offprints</li> </ul>	\$6,250
Logo only	<ul style="list-style-type: none"> <li>• 10 offprints</li> </ul>	\$2,500
Leader's Corner - Callout + Picture	<ul style="list-style-type: none"> <li>• Maximum 50 words</li> <li>• 10 offprints</li> </ul>	\$2,500
Online College Research Partnership Centre	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Area of specialty or 250 words</li> <li>• Website link / Contact information</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 back to your own website. You will have continual exposure for one full year after print. Does not apply to Leader's Corner.

# Canada's Innovation Leaders 2011

## 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 publication distributed through the National Post, the Ottawa Citizen, The Hill Times and online. This publication is the premiere national print vehicle for promoting Canada's most vibrant universities, hospitals, colleges and companies that are enhancing Canada's global competitiveness in the knowledge economy.

This eagerly awaited publication highlights **Canada's Top 50 Research Universities List** and **Canada's Top 100 Corporate R&D Spenders List**. New this year we are adding **Canada's Top 40 Research Hospitals List**. These annual lists rank the Who's Who of university, hospital and corporate innovation across Canada.

Our most recent product – **The Innovation Atlas of Canada** ([www.innovationatlas.com](http://www.innovationatlas.com)) – 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.

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

**RESEARCH**  
Infosource Inc.

CANADA'S TOP  
**50**  
RESEARCH  
UNIVERSITIES

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

CANADA'S TOP  
**40**  
RESEARCH  
HOSPITALS

**FOCUS**  
ON COLLEGE  
RESEARCH