



ANNUAL Innovation Guide

2016 MEDIA KIT



CIL's Annual Innovation Guide 2016 is a cost-effective print publication and web-based portal designed to connect science, technology and research-oriented businesses with innovation support resources available through organizations in Canada's public and non-government sectors.

COMING THURSDAY March 31, 2016

 @R_Infosource
www.researchinfosource.com





Opportunities

Reaching out to both your **current** and **potential** business customers, partners and stakeholders is costly and time consuming. Fewer organizations today can afford the expense of a dedicated outreach print campaign, and therefore tend to focus their marketing campaigns exclusively around their websites.

The challenge of web-based marketing is that it relies on your target audience:

1. **Knowing in advance that you exist;**
2. **Making the effort to seek you out; and**
3. **Taking the time to navigate your website to find out precisely how you can help them.**

In other words, your website requires your customers to do all the work! Web-based marketing is a necessity, but it is only a partial answer to your marketing and business development needs. This is where CIL's Annual Innovation Guide (AIG) comes in. The AIG reaches your business customers and stakeholders in their offices, at their desks and in their homes. The AIG reaches out to them and lets them know in a concise, user-friendly and portable format what you have to offer; they don't need to find you, you will find them.

Being part of the AIG gives you the national reach you need to build awareness and interest with new customers and stakeholders (and reinforce your presence with existing ones). For as little as \$2,500 your organization can gain targeted **national exposure**.

Benefits

- ▶ Outreach to a targeted national business audience
- ▶ Cost effective solution to your outreach marketing plans
- ▶ Reach nearly 200,000 readers directly + pass-ons
- ▶ Keep your message before 76,500+ unique viewers on our website for one year
- ▶ Find new customers, partners and stakeholders
- ▶ Team up with a respected brand – Canada's Innovation Leaders
- ▶ Profit from cost-effective recruitment, branding, marketing and promotion.
- ▶ Receive the best value for your dollar.

Distribution

Distribution Dates

Thursday, March 31

- National Post (National)
- Online

Saturday, April 2

- National Post (Toronto, Ontario)
- Progress Magazine (tbc)

Monday, April 4

- The Hill Times (tbc)

Circulation Breakdown

National Post	128,650
The Hill Times.....	10,200
Progress Magazine	22,000
Online	76,500 +

Based on 2015 circulation

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Advisory Services

Looking to grow or expand your technology-oriented business? These groups have the technical and business know-how to assist you.

INNOVATION SUPPORT DIRECTORY			ADVISORY SERVICES	
Organization	Program	Geographic Reach	Contact	Description
College communautaire de Nouveau-Brunswick (CCNB)	Entrepreneurship & Business Research & Support Services	Eastern Canada	Sylvain Poirier 306-541-2572 c.poirier@ccnb.ca ccnb.ca/entrepreneurship-or-innovation/entrepreneurial-advisory-services.aspx	Advisory services offered in 1) agriculture, agri-innovation, precision agriculture, wild and water conservation, 2) health, bio-products and scaling up of processes based on microbial fermentation, electronic biology, bio-separation, chemical process technology and 3) development of mechanical processes, prototyping and concept validation, technological integration and development of assembly processes by prototyping/rapid technologies expert team.
Wavefront	Canada's Centre of Excellence for Wireless Commercialization and Research	Canada	Karen Mitchell 778-331-7000 marketing@wavefront.com www.wavefront.com @wavefrontMC	Wavefront is Canada's Centre of Excellence for Wireless Commercialization and Research, accelerating the growth and success of wireless companies by connecting them with critical resources, partners and opportunities, to drive economic and social benefits for Canada. We provide Acquisition and Mentoring Programs, Advisory Services, Training, Technical Services, Market Linkages, and Funding.

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Incubators, Accelerators & Research Parks

Whether you are looking to nurture a great idea, grow a start-up company or relocate an established enterprise, these organizations can help put you on the road to success.

INNOVATION SUPPORT DIRECTORY			INCUBATORS, ACCELERATORS & RESEARCH PARKS	
Organization	Program	Geographic Reach	Contact	Description
COBOSE	The Hub Incubator	Ontario	Alice Bruner 519-824-4129 ext 5617 alice@cobose.ca www.cobose.ca	The Hub is available to University of Guelph students and alumni working on innovative projects. Eligible entrepreneurs must have at least one co-founder who is a current University of Guelph student or alumnus between the ages of 18 to 29. The Hub supports businesses in the beverage and food, life sciences, agriculture or social enterprise sectors.
City of Port Huron	Industrial Design & Manufacturing Centre	Canada	De Dault 256-720-2571 dault.deborah@port-huron.ca www.port-huron.ca @CityOfPH	Access to hundreds of qualified trades personnel. Assistance with industrial solutions. Manufacturing site. Access to capital.
College communautaire de Nouveau-Brunswick (CCNB)	Biorefinery Technology Scale-Up Centre (BTCU) Centre commercial de	Eastern Canada	Jesse Landry 506-475-2424 j.landry@ccnb.ca ccnb.ca/entrepreneurship	Technical incubation agency that provides opportunities for entrepreneurs to test their products or processes at new production scale. Collaborating to test their products or processes at new production scale. Collaborating their technologies before embarking commercial production or requiring

Rates

Advisory Services • Facilities & Equipment • Financial Support
Incubators, Accelerators & Research Parks • Research Services
Talent • Tech Transfer & Commercialization

PRINT & ONLINE DIRECTORY LISTINGS (ANY LIST)

DIRECTORY	Included with your Organization's Logo and Name, Program Name, Geographic Reach, Contact Information and 50 Word Description + Online Exposure for One Year:	NET RATE
1st Listing	25 offprints	\$2,500
2nd Listing	50 offprints	\$2,250
3rd Listing	75 offprints	\$2,000
4th Listing	100 offprints	\$1,750
Any 5 Listings	200 offprints	\$7,500
Additional Listings	50 offprints	\$1,000

PRINT DISPLAY AD/ADVERTORIAL (FULL COLOUR)

AD SIZE	INCLUDED WITH YOUR AD OR ADVERTORIAL:	NET RATE
Full Page	7 Directory Listings + 300 offprints	\$17,500
1/2 Page	4 Directory Listings + 200 offprints	\$9,500
1/4 Page	3 Directory Listings + 100 offprints	\$5,000
1/8 Page	1 Directory Listings + 50 offprints	\$2,750
Premium Placement	Front and back covers: Call for details	+15% to net rate
Custom	Call for details	

ONLINE FACTS:
6,406* Unique Monthly Visitors
663,021 Page Views
5.24 Average Page Views
2.5 Minutes - Average Visit

* Average over 12 months with highest volume October-November.

ONLINE BANNER ADS (WWW.RESEARCHINFOSOURCE.COM)

AD TYPE & SIZE	POSITION(S) AVAILABLE	RATE		
		1 MONTH	2 MONTHS	3 MONTHS
Leaderboard: 728 x 90	Run of site; includes URL link	\$4,250	\$7,225	\$9,500
Banner: 468 x 60	Run of site; includes URL link	\$3,600	\$6,120	\$8,100
Half Banner: 234 x 60	Run of site; includes URL link	\$2,975	\$5,057	\$6,693

PREMIUM PACKAGES: PRINT DIRECTORY LISTINGS + DISPLAY AD + BANNER AD

GOLD	SILVER	BRONZE
<ul style="list-style-type: none"> • Full Page Print Ad • 7 Directory Listings • Leaderboard Ad placement on 2 pages (eg., home page & AIG page) • 2 month duration <p>\$19,750</p>	<ul style="list-style-type: none"> • 1/2 Page Print Ad • 4 Directory Listings • Banner Ad placement on 2 pages (eg., home page & AIG page) • 2 month duration <p>\$13,750</p>	<ul style="list-style-type: none"> • 1/4 Page Print Ad • 3 Directory Listings • Half Banner Ad placement on 2 pages (eg., home page & AIG page) • 2 month duration <p>\$9,500</p>

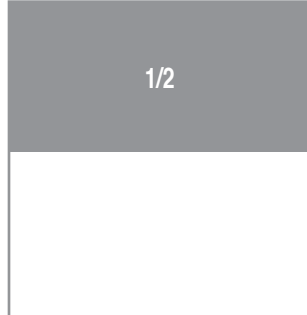
Note: Cost will depend on both print and online ad size, duration and timing of online run, and number of page placements. We will customize any package to suit your communication objectives.

Specifications

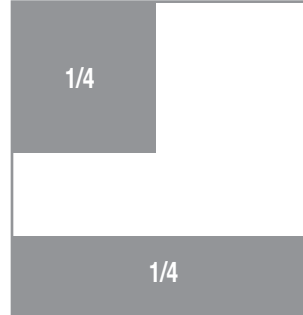
MECHANICAL REQUIREMENTS (no bleed, live area)



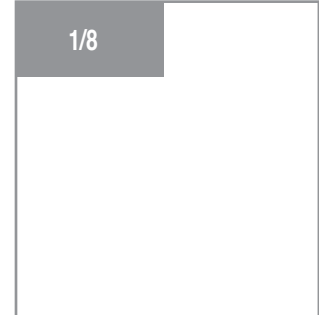
FULL PAGE AD
10" w x 9.75" h



1/2 PAGE AD
Horizontal: 10" w x 4.875" h
Vertical: 4.75" w x 9.75" h



1/4 PAGE AD
Horizontal: 10" w x 2.375" h
Square: 4.75" w x 4.75" h



1/8 PAGE AD
4.75" w x 2.375" h

MATERIAL REQUIREMENTS

PRINT ADS

Print ads are to be supplied as high res, Press-Ready PDFs PDF-X1A (resolution of 266 dpi) with fonts embedded. No bleeds allowed. Colour must be specified as process (CMYK). **All spot colours must be removed from file.**

EDITORIALS

- Supply high resolution, 266dpi, jpg photo, min 2.5" wide.
- Include byline (full name/title of person and company name).
- Label all files by company name.
- 1/2 page word count = 750 words
- 1/4 page word count = 240 words
- Logo and description = 45-50 words

LOGOS

- Provide logos separately – BOTH jpg & eps files.
- Label all files by company name.

ONLINE

- Files to be submitted in jpg format; 56kb in size.
- Click-through URL link to be provided. Please do not embed the URL within the file. All click-through URLs must open in a new browser window.
- Creative is required a minimum of three (3) business days in advance of posting date for testing.

Transport Media: Email or FTP.

Files under 20MB can be emailed.

FTP Account

Server: researchinfosource.com
Username: upload
Password: leaders

Note: If artwork is required, production charges may apply and will be quoted as necessary.

2016 DATES

Space CloseMonday, March 7

Material Due Friday, March 11

IssuanceThursday, March 31

CONTACT

For advertising rates, changes/alterations, or any inquiries concerning space booking, production or ad material due dates please contact:

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arlene@researchinfosource.com