



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 +

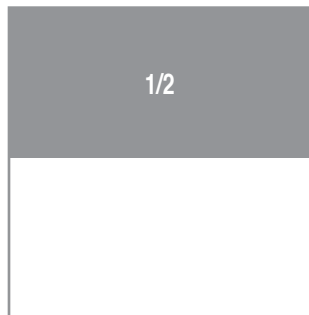
Based on 2015 circulation

Specifications

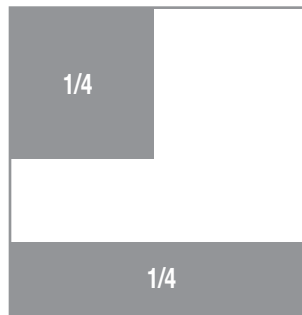
MECHANICAL REQUIREMENTS (no bleed, live area)



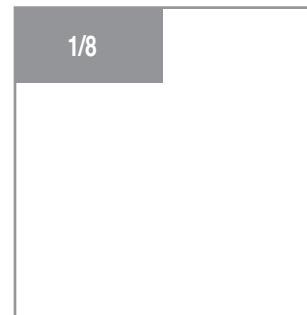
FULL PAGE AD
10" w x 9.75" h



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 DueFriday, 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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