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Canada's Innovation Leaders, a RESEARCH Infosource Inc. Publication  
November 6, 2015

**PARTNER PERSPECTIVE**  
**PRACTICING WHAT WE TEACH: Innovative Universities for the 21st Century**

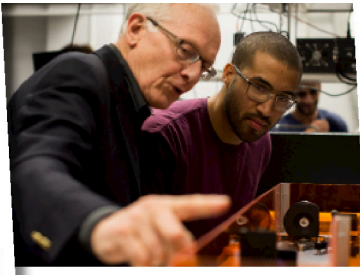
Wendy Calder  
Vice President Research & Innovation  
Ryerson University

Universities in Canada have been challenged to move beyond the traditional role of teaching and research. They are now being asked to contribute to the economic development of their regions, to engage with industry, and to address the needs of the community. This is a significant shift in the role of universities, and it is one that is being embraced by many of the leading research universities in Canada.

**PARTNER PERSPECTIVE**  
**York U Research Accelerates Scientific and Societal Solutions**

Robert Hoek  
Vice President  
Research & Innovation  
York University

York University's research is making significant contributions to the scientific and societal solutions of the 21st century. The university's research is being used to address some of the most pressing issues of our time, including climate change, health care, and the environment. York University's research is also being used to develop new technologies and products that will improve the lives of people around the world.



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**CANADA'S TOP 50 Research Colleges**

RESEARCH TRAILBLAZERS  
Colleges in Canada's Top 50 Research Colleges ranked 17th in the 2014 survey. The top 50 research colleges received a total of \$1.1 billion in research funding, compared to \$1.0 billion in 2013. The top 50 research colleges are: 1. York University, 2. University of Toronto, 3. University of Alberta, 4. University of British Columbia, 5. University of Saskatchewan, 6. University of Manitoba, 7. University of New Brunswick, 8. University of Regina, 9. University of Winnipeg, 10. University of Northern British Columbia, 11. University of Northern Iowa, 12. University of Northern Iowa, 13. University of Northern Iowa, 14. University of Northern Iowa, 15. University of Northern Iowa, 16. University of Northern Iowa, 17. University of Northern Iowa.

**PROVINCIAL PERFORMANCE**  
Colleges in Ontario ranked 17th in the 2014 survey. The top 50 research colleges received a total of \$1.1 billion in research funding, compared to \$1.0 billion in 2013. The top 50 research colleges are: 1. York University, 2. University of Toronto, 3. University of Alberta, 4. University of British Columbia, 5. University of Saskatchewan, 6. University of Manitoba, 7. University of New Brunswick, 8. University of Regina, 9. University of Winnipeg, 10. University of Northern British Columbia, 11. University of Northern Iowa, 12. University of Northern Iowa, 13. University of Northern Iowa, 14. University of Northern Iowa, 15. University of Northern Iowa, 16. University of Northern Iowa, 17. University of Northern Iowa.

# Canada's Innovation Leaders

Canada's Innovation Leaders (CIL) is the premier national print and online vehicle shining the spotlight on the country's most innovative universities, corporations, hospitals and colleges.

Canada's Innovation Leaders offers 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
- Canada's Top 50 Research Colleges List

This eagerly awaited national innovation publication reaches an influential audience of over 500,000 – including decision-makers and influencers, as well as key government, business and higher education sectors – across Canada and internationally.

Through our multiple-reach distribution channels, CIL ensures your message reaches relevant targeted audiences that participate, support and influence innovation and research internationally, nationally, regionally and by sector: National Post – National and Toronto editions, Ottawa Citizen, 40+ worldwide Global Affairs Canada offices (international), University Affairs (higher education sector), The Hill Times (government sector) and with year-round exposure online.

November 6, 2015  
Canada's TOP 50 RESEARCH UNIVERSITIES 2015

Rank	University	Research Funding (\$M)	Research Funding (\$M)	Research Funding (\$M)
1	University of Toronto	1,100	1,100	1,100
2	University of Alberta	800	800	800
3	University of British Columbia	750	750	750
4	University of Saskatchewan	650	650	650
5	University of Manitoba	600	600	600

November 6, 2015  
Canada's TOP 100 CORPORATE R&D SPENDERS 2015

Rank	Company	R&D Spending (\$M)	R&D Spending (\$M)	R&D Spending (\$M)
1	Alcoa	1,100	1,100	1,100
2	Alcoa	1,100	1,100	1,100
3	Alcoa	1,100	1,100	1,100
4	Alcoa	1,100	1,100	1,100
5	Alcoa	1,100	1,100	1,100

November 6, 2015  
Canada's TOP 40 RESEARCH HOSPITALS 2015

Rank	Hospital	Research Funding (\$M)	Research Funding (\$M)	Research Funding (\$M)
1	University of Toronto	1,100	1,100	1,100
2	University of Toronto	1,100	1,100	1,100
3	University of Toronto	1,100	1,100	1,100
4	University of Toronto	1,100	1,100	1,100
5	University of Toronto	1,100	1,100	1,100

November 6, 2015  
Canada's TOP 50 RESEARCH COLLEGES 2015

Rank	College	Research Funding (\$M)	Research Funding (\$M)	Research Funding (\$M)
1	University of Toronto	1,100	1,100	1,100
2	University of Toronto	1,100	1,100	1,100
3	University of Toronto	1,100	1,100	1,100
4	University of Toronto	1,100	1,100	1,100
5	University of Toronto	1,100	1,100	1,100

Influential  
500,000+  
audience



RESEARCH Infosource Inc. is Canada's Source of R&D Intelligence. As a leading consulting, research and publishing firm, we specialize in the areas of policy, research, business intelligence and analysis on science, technology, innovation, and the Canadian R&D ecosystem.

We publish *Canada's Innovation Leaders* (CIL),

the premier national print and online vehicle promoting Canada's leading research universities, companies, hospitals and colleges that are enhancing Canada's global competitiveness in the knowledge economy.

We also publish the *Annual Innovation Guide* (AIG), a print and online portal resource directory

to assist and connect science, technology and research-oriented businesses with innovation support resources available from Canada's public and non-government sectors, business and other organizations. Further, we offer other custom reports and databases for the innovation community.





# Featured Content

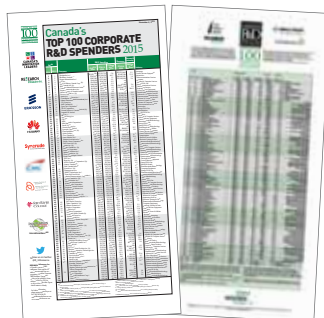
## 15 Year Anniversary Spotlights

Canada's Top 50 Research Universities and Canada's Top 100 Corporate R&D Spenders celebrate 15 years! CIL 2016 will include special spotlights highlighting the contributions made by universities and companies to Research Excellence in Canada.



Space closing  
Friday, October 21

Something to celebrate. Watch for it!



## Theme

Canada's Innovation Leaders (CIL) 2016 editorial theme will focus on: **Innovation in Canada: Building on Research Excellence** highlighting unique commentary from respected leaders in the innovation and research community.

These thought-provoking opinion pieces will also be posted on our website ([www.researchinfosource.com](http://www.researchinfosource.com)).

Invited feature editorial contributors include:

The Honourable Navdeep Singh Bains, Minister of Innovation, Science and Economic Development; Dr. Gilles Patry, President and CEO of the Canada Foundation for Innovation (CFI); Dr. Rémi Quirion, Québec's Chief Scientist; Dr. Marc Nantel, Associate Vice-President Research & Innovation, Niagara College; and more...



# Messaging Opportunities

## Promote your Organization

Use a corporate ad or logo to promote your research and innovation vision, activities and accomplishments positioning your organization among the best and the brightest in Canada.

## Showcase your Researchers

Shine the spotlight on the accomplishments of your leading researchers. Tell the nation why their research is important and how it is influencing positive change.

## Leaders' Corner

Insights from Leaders in R&D and Innovation: A unique messaging opportunity to highlight your organization's view on research and innovation with a short quote (up to 50 words).

## Custom Messaging

Do you have a specific message you want to convey? We will customize any package to suit your communication objectives.

## Highlight your Views

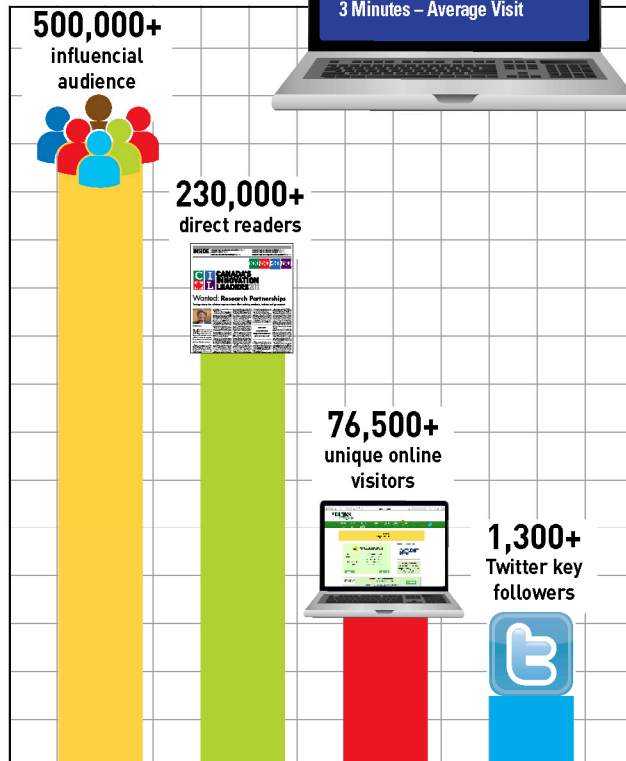
Use a sponsored Op-Ed to add your leader's voice to the discussion on this year's theme "Innovation in Canada: Building on Research Excellence" or a topic of your choice. Join other leaders of some of the country's most influential universities, corporations, hospitals, colleges and organizations as they discuss their views.



# Benefits

- **Join an influential group** of research and innovation leaders and 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.
- **Be recognized** for your innovation and achievements. Showcase your R&D capabilities, opportunities, activities and accomplishments. Recognize partners, stakeholders and employees before a nationwide audience.
- **Reach** 230,000+ direct readers plus pass-ons and keep your message in front of 76,500+ unique visitors to our website: [www.researchinfosource.com](http://www.researchinfosource.com)
- **Garner** national, regional and local media attention and find new partners, customers and stakeholders.
- **Prominently display** your logo on our website with a link to your own website, providing you with ongoing exposure for one full year after print.
- **Receive the best value** for your advertising/sponsorship dollar, as well as free offprints with every ad: ideal for both stakeholders and staff, while highlighting your global leadership, research people, partnerships, future projects, etc.

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



# Distribution

## Distribution Dates

### Thursday, November 17

- National Post
- Online

### Friday, November 18

- Ottawa Citizen

### Saturday, November 19

- National Post (Toronto area)

### Monday, November 21

- The Hill Times

### December 2016

- 40+ Global Affairs Canada offices worldwide

### January 2017 issue

- University Affairs (mail out December 5, 2016)

## Circulation Breakdown

National Post .....	139,950
Ottawa Citizen .....	44,031
The Hill Times.....	10,800
University Affairs* .....	21,500
Global Affairs Canada offices worldwide .....	~2,500
Online .....	76,500

\*Hardcopy and online

Based on 2016 circulation

# Rates & Packages



## PRINT

AD SIZE	INCLUDES	NET RATE
Full Page 10.5" x 19.875"	Logo on the University, Corporate, Hospital or College List 500 offprints	\$38,625
1/2 Page: 10.5" x 9.9"	Logo on the University, Corporate, Hospital or College List 350 offprints	\$21,115
1/3 Page: 10.5" x 6.4"	Logo on the University, Corporate, Hospital or College List 300 offprints	\$15,450
1/4 Page: 5.16" x 9.9" (vert.) 10.5" x 4.9" (horiz.)	Logo on the University, Corporate, Hospital or College List 250 offprints	\$11,590
1/8 Page: 5.16" x 4.9"	Logo on the University, Corporate, Hospital or College List 100 offprints	\$6,440
Logo only	10 offprints	\$2,575
Leaders' Corner: Call out + Picture	Maximum 50 words 10 offprints	\$2,575
Premium Placement	1/3 page ad OFC, OBC or facing Top List	+15% to net rate
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 ongoing exposure for one full year after print. Does not apply to Leaders' Corner.

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

### ONLINE FACTS:

6,506\* Unique Monthly Visitors  
663,021 Page Views  
5.23 Average Page Views  
3 Minutes – Average Visit

## ONLINE

AD TYPE & SIZE	POSITION(S) AVAILABLE	RATE		
		1 MONTH	2 MONTHS	3 MONTHS
Leaderboard: 728 x 90	Run of site; includes URL link	\$5,000	\$8,500	\$12,750
Banner: 468 x 60	Run of site; includes URL link	\$4,250	\$7,225	\$10,837
Half Banner: 234 x 60	Run of site; includes URL link	\$3,500	\$5,950	\$8,925

## PREMIUM PACKAGES: PRINT + ONLINE

### GOLD

- Full Page Print Ad
  - Leaderboard Ad placement on 2 pages (eg., home page & Top 50 Research Universities page)
  - 2 month duration
- \$41,300** **15% DISCOUNT**

### SILVER

- 1/2 Page Print Ad
  - Banner Ad placement on 2 pages (eg., Canada's Innovation Leaders & Top 100 Corporate R&D Spenders page)
  - 2 month duration
- \$26,600** **10% DISCOUNT**

### BRONZE

- 1/4 Page Print Ad
  - Half Banner Ad placement on 2 pages (eg., Canada's Innovation Leaders & Top 100 Corporate R&D Spenders page)
  - 2 month duration
- \$17,600** **5% DISCOUNT**

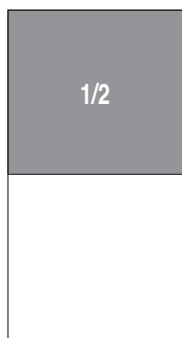
Note: Cost will depend on both print and online ad size, duration and timing of online run, and number of page placements. We will customize any package to suit your communication objectives.

# Specifications

## MECHANICAL REQUIREMENTS (no bleed, live area)



**FULL PAGE AD**  
10.5" x 19.875"



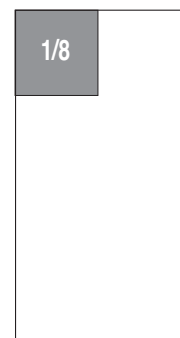
**1/2 PAGE AD**  
10.5" x 9.812"



**1/3 PAGE AD**  
10.5" x 6.4"



**1/4 PAGE AD**  
5.16" x 9.812" (vert.)  
10.5" x 4.812" (horiz.)



**1/8 PAGE AD**  
5.16" x 4.812"

## MATERIAL REQUIREMENTS

### PRINT ADS

- Supply high res, Press-Ready PDFs (PDF-X1A).
- Resolution of 266-300 dpi with fonts embedded.
- No bleeds allowed.
- Colour must be specified as process (CMYK).
- **All spot and pantone colours must be removed from file.**

### EDITORIAL/IMAGES/LEADERS' CORNER

- Supply high resolution, 266 dpi, 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 = 1,300 words, plus heading
- 1/3 page word count = 1,000 words, plus heading
- 1/4 page word count = 685 words, plus heading
- 1/8 page word count = 315 words, plus heading
- Leaders' Corner word count = 50 words

### LOGOS

- Provide logos separately – BOTH jpg & eps format.
- 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.

**File Submission:** Email files under 15MB or through third party FTP services (We Transfer or Hightail). Always include a low-res JPG for our reference. For FTP info, please contact Arlene Dwyer.

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

## 2016 DATES

Space Close ..... Friday, October 21  
Material Due ..... Friday, October 28  
Issuance ..... Thursday, November 17

## CONTACT

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

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