

## Ottawa Business Journal – Print Edition

### Why OBJ Print Advertising

- Proven, effective media; build your brand, generate leads
- Portable and convenient
- Valuable resource for target audience, ensures visibility to right audience in the right place at the right time
- Weekly publishing facilitates effective, efficient use of marketing budgets
- Print works well with other marketing media; broadcast, web, events

### Advertising Options

- Display advertising
  - ultimate flexibility (size, position, frequency)
- Front page advertising
  - premier positioning, ideal for brand visibility
- Location specific opportunities
  - Premium positions (guaranteed positioning charge may apply)
  - For the Record section
  - Feature pages
  - List page and opposite page
  - Page earlugs
- Corporate profiles
  - Brand your company as a leader
  - Sell your expertise
  - Highlight your people
- Special reports
  - Editorial focus (see editorial calendar)
  - Custom informational supplements



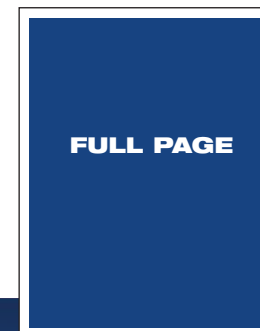
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- Focused content specific to key industry sectors in the Ottawa market
- Capitalize on reader interest in specific topics
- Consistent schedule conducive to effective, efficient use of marketing budget

Feature Page	Frequency	Description
Business of Government	Every week	What goes on behind the scenes in the procurement process? Find out what happens when businesses sell to the government, be it federal, provincial or municipal procurement.
Executive Lifestyle	1st week each month	Discover the finer things Ottawa has to offer by sampling the region's classiest homes and most intimate dining spots – all with a little high-level financial advice on the side.
In the Green	1st week each month	Find out how Ottawa companies are harnessing environmental sustainability and clean technology practices to gain market share, and come out on top.
Commercial Space	2nd week each month	Deals, developments and trends affecting tenants, landlords, property managers and service providers in the National Capital Region.
Starting Points	3rd week each month	Find out how both "superstar" and lesser-known entrepreneurs in Ottawa had their beginnings, and how they managed to persevere.
Biz Ed	3rd week each month	What are the various initiatives and programs at Ottawa's business education schools, and how are they making a difference in the community and world at large?
Construction	4th week each month	Detailing the dollars and sense of ongoing construction projects in the National Capital Region.
Corporate Social Responsibility	4th week each month	A look at companies that put the public responsibility interest and "triple bottom line" – people, profit and planet – front and centre in their decision-making.

### Feature Page Rates:

Ad size	Cost per ad 12x
Full Page	\$1500
1/2 Page	\$1000
1/4 Page	\$600
1/8 Page	\$300
Full Process Colour	\$300
Spot Colour	\$125



## Ottawa Business Journal – Newspaper Advertising Rates and Specs

### Earned Frequency Discount (number of insertions)

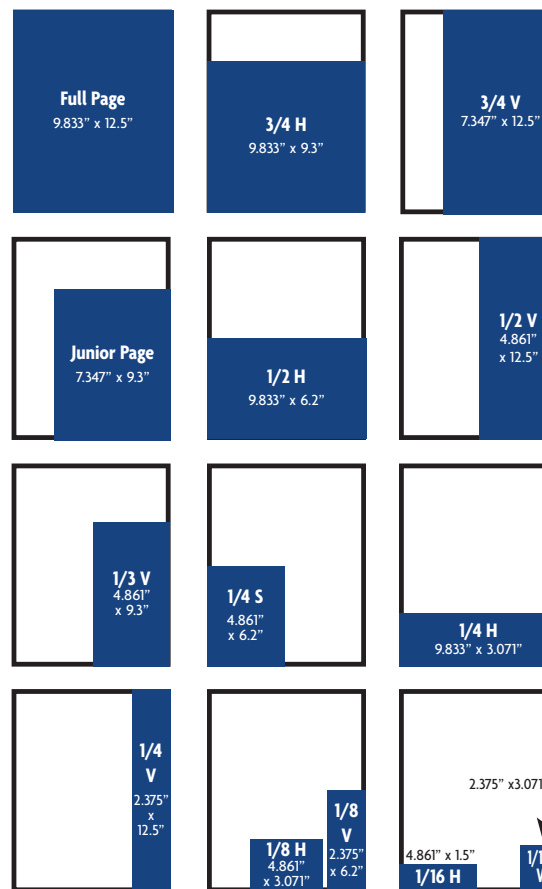
Ad Sizes	1x	20% off 2-5	30% off 6-12	40% off 13-25	50% off 26+
Full Page	\$3832	3066	2682	2299	1916
3/4 Page	\$3258	2607	2281	1955	1629
Junior Page	\$2874	2299	2012	1724	1437
1/2 Page	\$2492	1994	1744	1495	1246
1/3 Page	\$1917	1534	1342	1150	959
1/4 Page	\$1533	1226	1073	920	767
1/6 Page	\$1260	1008	882	756	630
1/8 Page	\$959	767	671	575	480
1/16 Page	\$576	461	403	346	288
Front Page Banner	\$1790	1432	1253	1074	895
Front Page Earlug <i>includes colour</i>	\$860	688	602	516	430
Section Earlug <i>includes colour</i>	\$250	200	175	150	125

### Advertising Terms And Conditions

- Major discounts can be achieved based on the number of advertising insertions in a 12-month period. However, advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not fulfill the number of insertions upon which their billings have been based.
- Invoices are due on receipt, O.A.C. Interest of 2.5%/month charged on overdue accounts
- Rates are gross; 15% commission paid to accredited agencies

### Acceptable File Formats (Mac only)

- PDF, high res, fonts embedded (preferred)
- QuarkXpress, up to version 6
- IllustratorCS (up to version 3) .eps or .ai with fonts converted to outlines
- Photoshop images at least 200 dpi at 100%
- All colour must be process (spot colour ads run on process plates. Please convert PMS to process prior to submitting)



### Inserts/Flyers

\$100 CPM  
(Min. quantity: 10,000 • Max. Quantity: 20,000)

### Colour Charges

\$475 process colour, plus b&w rate  
\$175 per spot colour plus b&w rate

### Space Deadline

5 pm Wednesday prior to issue

### Artwork Deadline

Camera Ready: 12 pm Thursday prior to issue

### Contact Us

Ottawa Business Journal  
Transcontinental Media  
5300 Canotek Road, Unit 30  
Ottawa ON Canada K1J 1A4  
Tel: 613-744-4800 / Fax: 613-744-8232

### Delivery of Artwork

- E-mail: Send to your account executive
  - FTP: Email [patti.moran@transcontinental.ca](mailto:patti.moran@transcontinental.ca) for access info
- NOTE: A hard or soft proof must be sent with any submitted artwork. Preferably a bitmap file or fax.