

MEDIA KIT 2017

CAPITAL

The Business Magazine of the Ottawa Chamber of Commerce
Advocacy. Dialogue. Connections.



capitalmag.ca



The Magazine

Capital is a bilingual magazine published four times a year by the Ottawa Chamber of Commerce and gordongroup.

Capital magazine creates a space to celebrate Ottawa businesses. It reveals the breadth and diversity of our region's economic activity. Each issue offers a exclusive glimpse into different facets of our local business environment.

Business excellence is about making the right decisions. Capital's editorial team provides entrepreneurs, decision makers, and thought leaders with cutting-edge articles, interviews, and reports on issues that affect Ottawa's bottom line.

Capital explores the region's successes and examines lessons learned. It informs readers with insightful pieces about what makes the Ottawa business community unique.

The Editorial Line-Up*

Our 2017 issues will feature timely topics that are especially relevant to our region.

Winter
2017 and Beyond – Celebrating the brand that Ottawa offers
 As the city prepares to host many of Canada's 150th birthday celebrations, this issue will explore what it means to be a G7 capital.

Spring
Greening the Capital – Creating a sustainable Ottawa
 From architecture to urban design, this issue will look at how Ottawa competes on the national and international stages.

Summer
Designing Ottawa – The business of city building, from arts to architecture
 This issue will examine how Ottawa can rise to the challenge of becoming the greenest capital city in the world.

Fall
Millennials – The future of business and entrepreneurship in Ottawa
 As Ottawa grows, we need our transportation infrastructure to grow with us. This issue will explore how people move around in the capital.

* These topics are subject to change.



A PASSION FOR OPTIMIZATION LA PASSION DE L'OPTIMISATION

"Shopfolks" embrace volatility and celebrate successful failure
 La communauté Shopify révere l'instabilité et célèbre les échecs réussis

S HOPIFY HAS CHALLENGED its status quo from the very beginning. The Canadian high-tech giant began its life as an e-commerce site and marketplace called an experiment in its marketing strategy, with an explicit goal to redefine how e-commerce gets done. Now, the Shopify ecosystem platform is helping small, local businesses flourish with a mix of e-commerce and brick-and-mortar sales, and is helping them to grow. It's a platform for entrepreneurs, and it's a platform for success. It's a platform for innovation, and it's a platform for growth. It's a platform for the future.

STARTING UP IN OTTAWA
 THE LOCAL BUSINESS SCENE

UNTAPPED INEXPLOITÉ
 Ottawa market excites hometown entrepreneurs
 Le marché d'Ottawa stimule les entrepreneurs locaux

ANIL BHAVIA
 Founder, Clio
 Anil Bhavia is a serial entrepreneur and a former executive at Clio. He is now the founder of Clio, a legal technology company that helps law firms manage their workflow. He is also a frequent speaker at industry events and a mentor to young entrepreneurs.

FRANK BOUCHARD
 Founder, The Ottawa Group
 Frank Bouchard is the founder of The Ottawa Group, a real estate and development company. He is also a frequent speaker at industry events and a mentor to young entrepreneurs.

What People Are Saying

“Congratulations on launching *Capital* magazine. It is very well done and **FILLS AN IMPORTANT NEED.**”

—Dr. Mark Kristmanson
CEO, National Capital Commission

“**IT’S A HOME RUN!** The magazine encompasses a cool design, smart and is very informative.”

—Doug McLarty
Partner, MNP LLP

“Capital magazine is a great new addition to the business landscape in Ottawa, providing an important platform for key issues, stakeholders and the **OTTAWA BUSINESS COMMUNITY.**”

—Michael Crockatt
President and CEO, Ottawa Tourism



Distribution Channels

Capital is shared with members of the Ottawa Chamber of Commerce, which has a 150-year history of supporting the local business community.

The Chamber is proud to be the largest independent business association in Ottawa, with more than 700 members that employ more than 27,000 people. Chamber members include small, medium, and large businesses across a wide range of industry sectors.

Advertisers can rely on *Capital* magazine to reach a broad audience that includes:

- > Law
- > Finance
- > Public policy
- > Lobbying
- > Corporate governance
- > Public relations
- > Social media, communications
- > Environment
- > Retail
- > Healthcare

Capital is also available at select high-traffic locations across Ottawa, including:

- > The Westin Hotel Ottawa lobby
- > The Lord Elgin Hotel lobby
- > The Chateau Laurier lobby
- > The Sheraton Hotel Ottawa lobby
- > VIA Rail's Ottawa Train Station
- > Ottawa's MacDonald Cartier International Airport
- > Equator Coffee in Westboro





Event Exposure

The Chamber also hosts more than 40 high quality networking events every year, where *Capital* may be distributed. In 2015, these events attracted more than 8,000 attendees. Top events include:

CEO Talk

Ever wish you could peek inside the mind of a local CEO? Join the business community as CEOs, past and present, talk about various business related topics, and listen as they share their personal stories of success. This stimulating series aims to provide a forum for participants to gain valuable insight on achieving growth and advancement in their own professional activities.

Forty Under 40 Awards Gala

The Forty Under 40 is a prestigious and sought-after award honouring the achievements of forty business professionals under the age of 40, who epitomise business success, professional expertise, entrepreneurship and community building.

Mayor's Breakfast Series

Presented eight times annually, the Mayor's Breakfast Series is a popular event, where guest speakers include high-profile political, business and community leaders. Mayor Jim Watson also updates attendees on recent City Hall issues and initiatives.

Eggs n' Icons Breakfast Series

This breakfast series, held nine times annually at the Sheraton Ottawa, features a prominent business leader as a guest speaker, welcomes new members and recognizes members who have achieved recent success and/or milestones in their businesses.

Best Ottawa Business Awards Gala

The Best Ottawa Business Awards is an annual award ceremony and gala that celebrates Ottawa's history of innovative, ethical & profitable business and recognizes its innovation & entrepreneurial spirit.

Ottawa's Best Networking Golf Tournament

This annual golf tournament attracts Ottawa's top business leaders and covers two exclusive 18-hole private courses. One of the largest tournaments in Ottawa, it attracts top corporate executives, entrepreneurs, local politicians and community leaders for entertainment and networking while they play one of Ottawa's best courses.

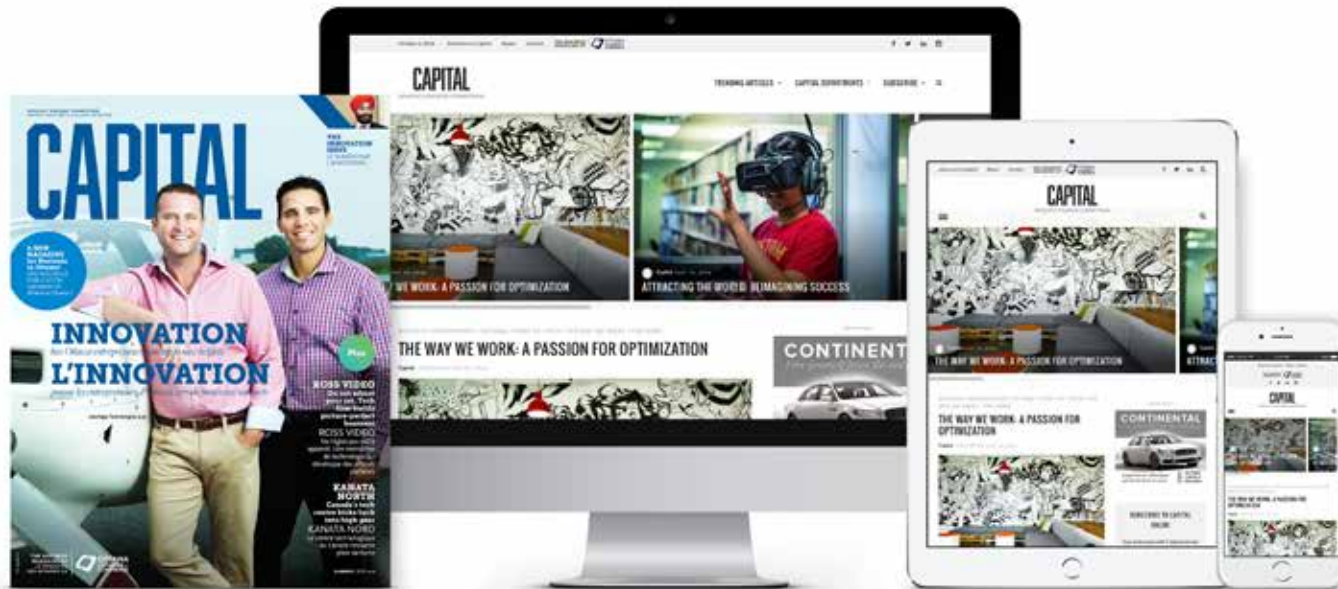
You can also talk to your sales agent about special event sponsorship opportunities.

The Website

Capital magazine is also online at **capitalmag.ca**. *Capital's* online presence includes all of the features in the print magazine, as well as exclusive online content.

Capitalmag.ca incorporates all of the engaging design elements of the print edition, adapted for the online experience, with user-friendly navigation and social sharing tools. The site was designed for maximum accessibility, and is optimized for viewing on mobile devices and tablets, so that readers can access the magazine on their terms.

With a growing subscriber list, which allows readers to have business news delivered directly to their inboxes, capitalmag.ca gives advertisers a unique opportunity to increase visibility.



Platforms

Readers can engage with *Capital* across platforms.



	PRINT	ONLINE	MOBILE
VALUE	Ottawa’s voice for the local business community delivers cutting-edge articles, interviews, and reports on issues that affect Ottawa’s bottom line.	The digital edition of <i>Capital</i> is available at capitalmag.ca , featuring everything in the print edition, plus exclusive online content.	<i>Capital</i> ’s web presence is optimized for viewing on smart phones and tablets, and is accessible in multiple formats.
DIFFERENTIATOR	The Chamber has partnered with gordongroup —bringing together 150 years of serving the business community and a proven track record of creating high quality products.	capitalmag.ca was designed to promote social sharing, and is accessible in multiple formats.	With its engaging and easy-to-navigate design, <i>Capital</i> connects and engages readers, from wherever they are.



*** Book your ad by November 4th and take advantage of our Early Bird Discount – 5% off the regular rates**

Rates 2016-17

	Winter	Spring	Summer	Fall
PRINT	1x	2x	3x	4x
Double Page Spread	\$6,000	\$5,100	\$4,800	\$4,500
Full Page	\$3,500	\$2,975	\$2,800	\$2,625
½ Page (vertical or horizontal)	\$2,400	\$2,040	\$1,920	\$1,800
¼ Page	\$1,200	\$1,020	\$960	\$900
Premium Positions				
Inside Front Cover (IFC)	\$4,000	\$3,400	\$3,200	\$3,000
Opposite IFC	\$3,800	\$3,230	\$3,040	\$2,850
Inside Back Cover	\$4,000	\$3,400	\$3,200	\$3,000
Outside Back Cover	\$4,500	\$3,835	\$3,600	\$3,375
ONLINE				
Leaderboard – \$350 /month				






The Ottawa Chamber members receive a 5% discount.

Deadlines for Winter edition:

Booking: November 23, 2016 **Material:** November 30, 2016

Contact:
advertising@gordongroup.com
 613.288.5363

Ad Specs

PRINT	Bleed	Non-Bleed
Magazine Trim Size: 8.375" x 10.875"	*Sizing below reflects trim size. Add 0.125" bleed beyond trim size on all sides. Live area is 0.25" in from trim on all sides.**	
Double Page Spread 	16.75" x 10.875" + bleed* (see above)	15.75" x 9.875"
Full Page 	8.375" x 10.875" + bleed*	7.375" x 9.875"
Half Page Vertical 	4" x 10.875" + bleed*	3.5" x 9.875"
Half Page Horizontal 	8.375" x 5.35" + bleed*	7.375" x 4.8125"
1/4 Page 	n/a	3.5" x 4.8125"
ONLINE		
Leaderboard – 728 px x 90 px, 72 dpi minimum, 100% quality PNG Please include a URL to link the ad to the website of your choice.		
BOX – 300 px wide x 250 px, 72 dpi minimum, 100% quality PNG Please include a URL to link the ad to the website of your choice.		

*Sizing reflects trim size. **Add 0.125" bleed** beyond trim size on all sides. Live area is 0.25" in from trim on all sides.
 **For advertising spreads, please leave 0.375" type safety on either side of the gutter.

File specifications

File Format: PDF/X-1a:2001, with fonts embedded. Include crop marks for bleed ads.
File Resolution: 300 dpi
Colour Process: CMYK
Magazine Trim Size: 8.375" x 10.875"

If needed, *Magazines Canada* provides instructions on how to create a suitable PDF/x-1a:2001 file, available at: www.magazinescanada.ca/advertising/production/tools.

Submitting files

Send files to: advertising@gordongroup.com FTP information available on request.

Advertising Policy

General

- The Publisher accepts advertising consistent with its mission. We attempt to only accept advertising from reliable vendors; however, the Publisher cannot be held responsible as to the contents of advertisements, the products offered, or the viewpoints expressed therein, which may or may not be those of the Publisher.
- The Publisher reserves the right to refuse or discontinue any advertising without recourse or explanation. Rates may change without notice.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products, or services.
- The Publisher reserves the right to reject any advertorial advertising that includes a byline or is designed to resemble the editorial pages of the magazine – including the use of matching fonts. The word “Advertisement” may be placed above copy that, in the opinion of the Publisher, resembles editorial material.

- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation, and illustrations) and for claims made against the Publisher that result from advertisements printed.
- This agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

Payment & Discount Policies

- Invoices are issued upon Insertion order.
- Payment is due in Canadian funds, NET 30 days.
- All advertising rates are net – applicable taxes are in addition to rates specified on the rate card.
- Discounts will be rescinded on accounts not paid within 30 days of invoice date.

Cancellations

- Cancellation and change orders must be made in writing and received by the advertising editor prior to the advertising deadline date. Cancellations or changes received after this date will be billed as originally invoiced.
- Advertisers who have purchased ad space on multiple appearance discount rates, but who prematurely withdraw their advertising, will be subject to retroactive billing at the single ad rate for the ads that ran prior to the cancellation.
- All ad cancellations must be in writing.